

NOVEMBER, 1958

# Tide

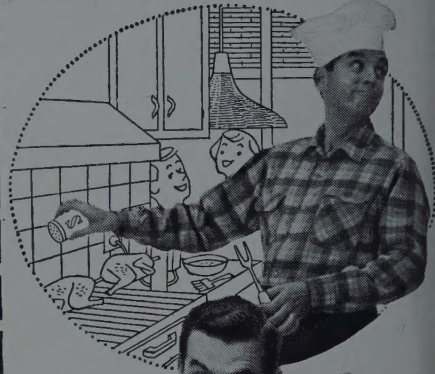
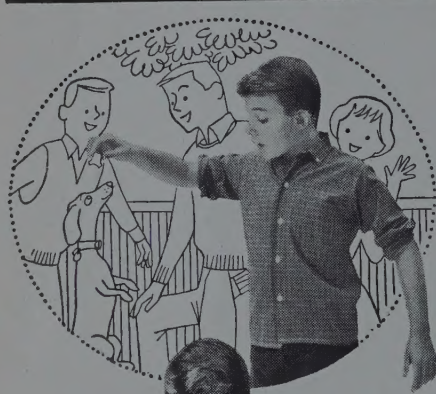


UNIVERSITY OF ILLINOIS  
LIBRARY  
NOV 11 1958  
CHICAGO

Picture essay: Burnett's Beehive



# If you want to make a sale...



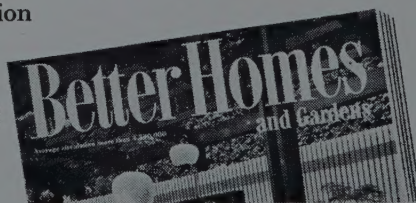
## ...there's nothing so powerful as an idea

Better Homes and Gardens makes **more sales** because it gives people **more buying ideas**

There's never a food page in Better Homes and Gardens that doesn't "ask for the order," that doesn't say, in effect, "You can do this, too!" But this editorial recipe for exciting people to try it or buy it isn't reserved for food pages only. The magic of ideas moves BH&G readers to decorate, to build, to travel by its pages—to "live by the book." And since an average of 15½ million men and women read Better

Homes and Gardens each month, that means a lot of people acting on a lot of ideas! Advertising is welcome and productive in Better Homes and Gardens' atmosphere of ideas. For BH&G has a gift for making people want things so much that they're ready to go out and buy them. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.*

During the year 1/3 of America reads



...the family **idea** magazine

NOW OVER 4,500,000 COPIES MONTHLY



# Tide

## THE MAGAZINE FOR ADVERTISING EXECUTIVES

COVER STORY: Inside Burnett's Beehive . . . . .	p. 45
<i>TIDE visits the Chicago offices of Leo Burnett, another in an exclusive series of photographic essays on the nation's advertising agencies. On the cover: Leo Burnett, the agency board chairman, samples one of his own Hospitality Apples at a receptionist's desk. (Cover and story photographs by Erich Hartmann of Magnum).</i>	
Tried and Tired . . . . .	p. 25
<i>The TIDE Advertising Leadership Panel sums up its views on the fall network television schedule. The verdict: pretty dull.</i>	
Fads . . . . .	p. 28
<i>A searching analysis of how fads start, what keeps them going and why they die.</i>	
What Would You Have Done? . . . . .	p. 31
<i>Critic Gilbert Seldes probes beneath the word and sound of automobile advertising to discover a bold challenge which, he believes, may well determine the future of advertising itself.</i>	
Which Ad Strategy Will Win the Fiber Fight? . . . . .	p. 34
<i>Dynamic growth characterizes the technical development of man-made fibers. Now the term applies equally as well to the advertising war to win the consumer's nod. Who will win?</i>	
What Sells Celanese? . . . . .	p. 39
<i>An exclusive TIDE report on the impact of industrial advertising on an industry in a rabbit-paced growth.</i>	
Wall Street Looks at Advertising . . . . .	p. 68
<i>Stock broker Gerald M. Loeb, an iconoclast among conservatives, sees an important relationship between a company's advertising vigor and the market price of its securities.</i>	
Retail Sales Forecast . . . . .	p. 70
<i>An at-a-glance forecast of retail sales for December.</i>	
Survey of Media Buying Trends: 1950-1957, Part 1 . . . . .	p. 73
<i>A special report, exclusive in TIDE: a detailed analysis of the media strategies of the nation's 3,800 largest advertisers. Part I: the Million Dollar Club, the 373 advertisers who have spent \$1,000,000 or more a year in five major media between 1950 and 1957. The latest report on a continuing study made by TIDE in cooperation with the Magazine Advertising Bureau.</i>	

### every issue

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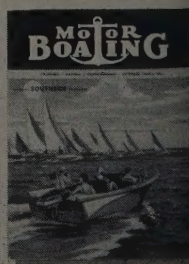
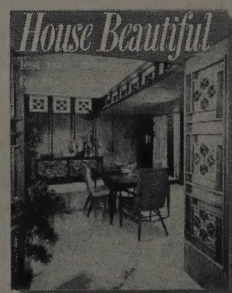
\* TIDE is published the first of each month, by Executive Publications, Inc., 386 Fourth Ave., New York 16, N. Y. Publication office: 227 Wayne St., St. Joseph, Mich. Single copies 75¢. Subscription \$5.00 a year in the U.S., its possessions and Canada. \$13.00 in all other countries. Entered as second class matter Post Office, St. Joseph, Mich. Send all notices of undeliverable copies to TIDE, 386 Fourth Ave., New York 16, N. Y. Printed in the U.S.A. Copyright 1958 Executive Publications, Inc.





How would you identify it...?

- |                                  |                          |
|----------------------------------|--------------------------|
| Steering wheel of Mercedes-Benz? | <input type="checkbox"/> |
| Deer seen through gunsight?      | <input type="checkbox"/> |
| Disk of an Alpine ski pole?      | <input type="checkbox"/> |





Few sportsmen—even the dedicated readers of *Sports Afield*—would recognize this illustration as a deer head sighted through a telescopic sight.

But one thing is certain: To almost every question that the new or seasoned fisherman or hunter asks, *Sports Afield*, one of the ten Hearst “Special Interest” Magazines, is ready with the answer—an answer based on the editor’s personal and intimate acquaintance with his subject, and his reader’s all-consuming interest.

## A HEARST MAGAZINE IS THE GUIDE TO THIS PICTURE

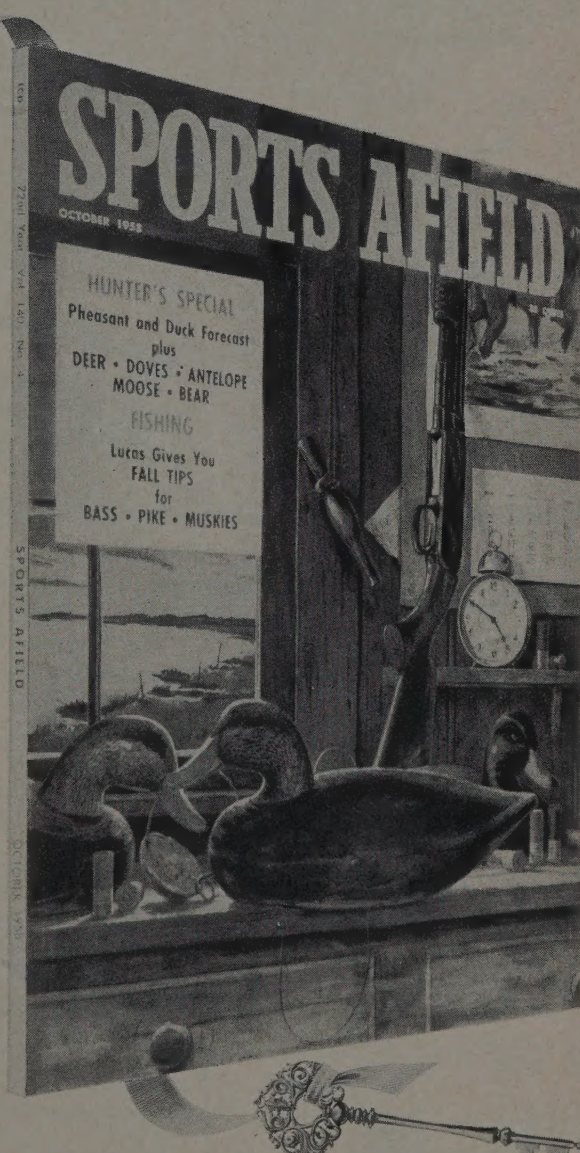
What is true of *Sports Afield* is true of all ten Hearst “Special Interest” Magazines.

Each is a leader in its field—each dedicated to a particular group of readers, and edited with consummate knowledge of the interests of that group—an interest shared by both reader and advertiser.

As a result, Hearst Magazines pin-point prospects, not just suspects. They reach a presold audience—an audience in the mood to buy. Editorial authority combined with reader interest provides a tailwind for advertised products that produces greater sales, more profits for the advertiser.

### Six ways Hearst Magazines help advertisers:

- Advertising reaches readers in the mood to buy
- Advertising is focused where interest is keenest
- Editorial and advertising content work in tandem
- Editorial integrity lends prestige to advertising
- Each magazine is the authority in its field
- Hearst readers are sold—only need to be told!



## HEARST MAGAZINES

10 keys to the special interests of 10 groups of people





## ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

... especially when it is prepared with an informed eye for the enormous potential of the business press, and the knowledge of how to harness its selling power for a product or service. ABP has prepared a number of folders to help you put more of a sales punch into your businesspaper advertising. They're yours for the asking.

### Send for these ABP ad-helps

**1. THE EFFECT OF RECESSION AD CUTS ON SALES AND PROFITS.** Here are facts, charts and figures spelling out the relationship between cutting advertising and reducing profits. The Buchen Company studied advertising and sales records to determine the effect on sales of ad cuts made both during a recession year and the year following. Here's a report you'll want to read, study and show "upstairs." No charge.

**2. BUSINESSPAPER READERSHIP AMONG LEADING RETAILERS.** 358 winners of the Brand Name Foundation Awards, representing 24 different trades, were questioned in-depth on their reactions to businesspaper advertising. The survey results include ideas on how to improve businesspaper ads and verbatim reactions to advertising. Every advertiser to business will find helpful ideas and information in this study. No charge.

**3. FAST FACTS.** A handy palm-of-the-hand booklet, that packs a fist-sized punch, bringing advertisers up-to-the-minute on the basic facts about businesspapers and businesspaper advertising. It's quick, easy-to-read, and filled with "shirt-sleeve" information on circulation, editorial, readership, advertising, costs ... and much more. No charge.

Just drop us a line. Or ask any ABP paper in your field ...

THE  
**ASSOCIATED  
BUSINESS  
PUBLICATIONS**



205 East 42nd Street, New York 17, N. Y.  
201 North Wells St., Chicago 6, Illinois  
1004 National Press Bldg., Washington 4, D. C.

## LETTERS

### Anonymity

Sirs:

It is, no doubt, better to be mentioned in *TIDE* than to be ignored. Nevertheless, I am impelled to take issue with Daedalus who devoted part of his public relations column in your October issue to a critique of my recent piece in the *PR Journal*.

Apparently, Daedalus missed my main point, which was that messages (either in *PR* or advertising) must be meaningful and honest, and that a growing portion of the public is smart enough to realize when this is not the case.

To use Daedalus' own words against him: I am not at all sure that "Exaggeration, over-emphasis, veiled meanings are an essential part of American business ..." and that these will "achieve the effect the boss wants ..."

It was all the more interesting to note that just a few pages away from Daedalus, Gilbert Seldes, in one of his series of fine critiques on advertising, was making a point very similar to mine in taking issue with advertisements that "advertise one thing and sell another."

I am optimistic enough to believe that the human race is going to become more intelligent and more discriminating—unless it succeeds in H-bombing itself out of existence. But, as audience levels of education and intelligence improve, people are going to become better able to distinguish between messages that are only "sizzle" and those that have some "steak."

To put it another way, the *PR*

*(Continued on page 7)*

### A NEW AND ENTIRELY DIFFERENT SERVICE ... AN ENTIRELY DIFFERENT PUBLICITY TOOL ...

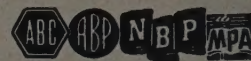
This and other topics are in our current newsletter ... You are invited to add your name to our regular mailing list without charge or obligation ... Write today to:

**LUCE PRESS CLIPPING BUREAU**  
157 Chambers St., N. Y. 7, N. Y.  
BArcley 7-8215

## Tide

EDITORIAL, ADVERTISING &  
CIRCULATION OFFICES

630 Third Ave., New York 17, N. Y.  
YUkon 6-4800



**Editor** ..... Morgan Brown

**Managing Editor** ..... Kenneth Schwartz

**Senior Editor** ..... Lawrence M. Hughes

**Associate Editors** ..... Philip K. March  
Judith B. Dolgin  
Robert Otterbourg  
Selwyn Feinstein

**Contributing Editors** .... Dorothy Diamond  
Lester Lebe  
Carol Bick Toller  
Howard G. Sawye

**Art Director** ..... George W. Booth

**Research Director** ..... Dr. Jay M. Gould

**Consulting Economist** .. Peter B. B. Andrews

**Editorial Assistant** ..... Donald S. Mackey

**Manager, Tide Advertising Leadership**

**Panel** ..... Florence Melod

**Reader Service** ..... H. M. Howard

**Circulation Director** ..... R. E. Smallwood

**Asst. Circulation Manager** .. Ed Hoffman

**Subscription Manager** ..... Howard Vos

### SUBSCRIPTIONS:

U.S. and Canada: \$5.00 a year

Foreign: \$13.00

### Officers

**President** ..... John W. Hartman

**Publisher** ..... Hartley W. Barclay

**General Manager** ..... Morgan Brown

### Executive

**Vice-President** ..... Frederick C. Kendra



Bill Bros. Publications: Food, Floor Covering Profit, Plastics Technology, Premium Practice, Rubber World, Sales Management, Sales Meetings, Tires, Tide.





## BUSINESS MEN ASK THEMSELVES: "WHAT'S IN IT FOR ME?"

Something very real motivates the man who reads a business publication. That motivation is: *What's in it for me?*

He reads for profit, not for pleasure. He's searching for facts. For fresh ideas. For new products he can put to work. For information he needs to make decisions.

What's in it for you? Plenty—because the man who reads business publications reads the advertising with the same intense concentration he gives the editorial pages.

Let him concentrate on your sales message. Concentrate your advertising money where there's business to be had.

**No advertising is better than the businesspaper it appears in.**

You know that a businesspaper's worth depends on its editorial strength. And you know that your

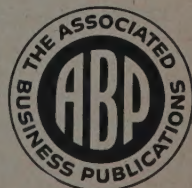
advertising achieves peak efficiency in the businesspapers with the greatest editorial strength.

How do you choose among them? One positive way is by recognition of the ABP symbol. It's been a sure indication of editorial independence and publishing integrity for more than 50 years.

Another practical way: check the paid circulation. People don't keep paying for business publications they don't read. All ABP papers are bought and paid for. All are members of ABC. Currently, more than 3 million subscribers spend over \$15,500,000 to read them.

Place your confidence and your advertising in an ABP paper. It's a businesspaper read by men who mean business.

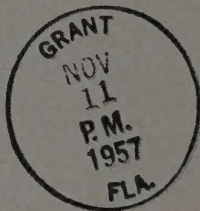
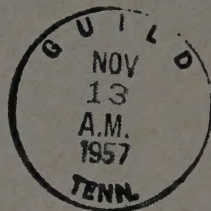
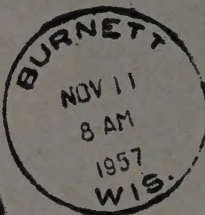
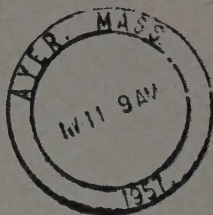
**MOST OF THE BETTER  
BUSINESS PUBLICATIONS  
DISPLAY THIS SYMBOL . . .**





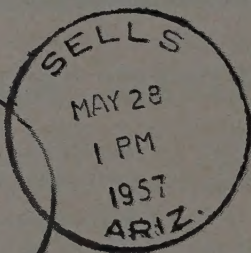
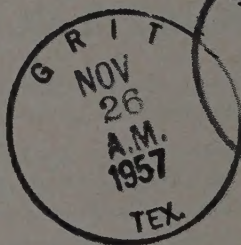
The postmarks are actual reproductions

**MEMO TO:**



... and all other  
advertising agencies and  
all national advertisers of  
consumer merchandise

**SUBJECT:**



For 2¢—or even less—of your advertising dollar you can have a consistent, large-space Grit schedule. Grit is essential to give your campaign *balanced national coverage*. That's because Grit concentrates on the market where other national publications lag—nonsuburban small towns of 2500 and less. It takes Grit to sell small-townners!



Grit Publishing Co., Williamsport, Pa. • Represented nationally by Scolaro, Meeker & Scott in New York, Chicago, Detroit, Philadelphia; and by Doyle and Hawley in Los Angeles and San Francisco



**SAVE \$50<sup>00</sup>**

**on one  
release  
alone!**

**All NEW  
for 1959!**



## BACON'S PUBLICITY CHECKER

The only complete guide to the nation's business, farm and consumer magazines can save you \$50 per release. Selects the right magazines for your list. Ends wasted money in photos, addressing and postage.

The Checker is coded to show what material is used by over 3450 publications. Listings complete with editor's names, addresses, circulation, publishing company and issuance date. Complete 336 page manual—just \$18.00. Send today.

### ON APPROVAL

Send me on approval \_\_\_\_\_ copies of  
Bacon's Publicity Checker 1959 at \$18.00 ea.

BILL: ☐ ME ☐ MY COMPANY

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

### BACON'S CLIPPING BUREAU

14 E. Jackson Blvd. Chicago 4, Illinois

### Advertising Sales

**Vice-President Sales** .. Randy Brown, Jr.

**Western Advertising Director** ..  
.....C. E. Lovejoy, Jr.

**Eastern Sales Manager** ..  
.....John C. Jones, Jr.

**Regional Sales Manager** .. Ted Breskin

**Western Sales Manager** ..  
.....Tom McDonough

**Asst. to Sales Vice-President** ..  
.....Cecelia Santoro

**Promotion Manager** .... Joyce Rainat

**Production Manager** Margaret O'Brien

### Division Offices

New York: 630 Third Avenue, New York  
17, N. Y. YUkon 6-4800.

Chicago: 333 N. Michigan Avenue, Chi-  
cago 1, Ill. SState 2-1266.

Pacific Coast: Los Angeles, The Maurice  
A. Kimball Co., Inc., 2550 Beverly Blvd.,  
Dunkirk 8-6178. San Francisco, 681 Mar-  
ket St., EXbrook 2-3365.

### LETTERS (Continued from page 4)

and ad men who sell the "steak" will be more likely to bring home the "bacon."

**J. Carroll Bateman**  
Director of Public Relations  
Milk Industry Foundation  
Washington, D. C.

### Christmas Gifts

Sirs:

If there were no mass communications, chances are there would be little or no advertising. If there were no advertising, certainly you and I would be engaged in vastly different endeavors.

Since, however, our livelihoods depend on mass selling, it seems that a deliberate boycott of other sales efforts should be the last thing we consider.

I am disturbed by your editorial page and the final statement contained thereon. Countless reputable firms, doing business with equally reputable businessmen, depend for a share of their incomes on business gifts.

(Continued on page 9)

### EXACT SKELETON MODEL

**ONE FOOT HIGH**

**AMAZING ANATOMICAL  
REPRODUCTION**

**1/6 scale of 6  
ft. man**

**Fully articu-  
lated, working  
model**

**Accurate detail,  
contour, bone  
color**

**4 year work,  
\$20,000 produc-  
tion tooling**

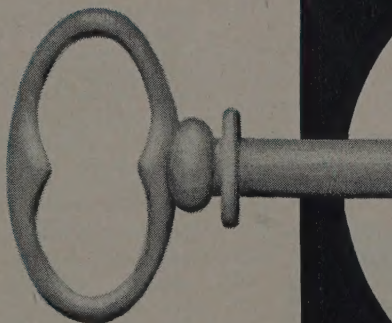
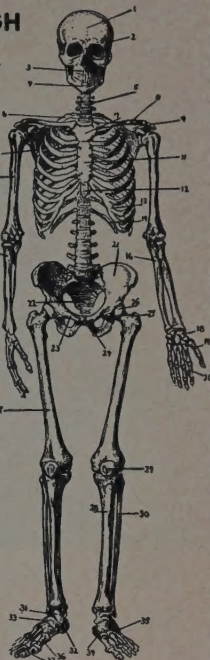
**A triumph of  
model making  
applauded by  
doctors &  
teachers**

**Magnificent  
conversation  
piece**

**NOW \$295  
ONLY**

Developed after years of work, this precise human skeleton model is fine for doctors, nurses, students etc.; perfect fun for office, den, desk or club. (And what a gag!—"ideal" business partner; eye-catching store display; car ornament.) Parts interlock, snap together. With identification chart, \$2.95. With stand, \$3.95 ppd. (Obviously a must for everyone's closet.) Money back guarantee.

**CHABON SCIENTIFIC CO.**



*your  
key  
to a*

## HIGH INCOME MARKET

The ELKS Magazine  
delivers a class audience of  
1,230,998 men with a  
median income of \$6,798.  
23.1% earn \$10,000 or more.

Elks incomes rank 7th  
among readers of the 55  
magazines in the Starch survey.

Higher incomes enable Elks to  
spend more . . . more often . . . as shown  
by the high rating of Elks in most  
ownership classifications in Starch.

To best reach and sell this high  
income men's market, advertise in  
The ELKS Magazine.

*More information?  
Write for a copy of our booklet,  
"The Elks Market"*

THE

**ELKS**

MAGAZINE

NEW YORK 16  
386 Fourth Ave.

CHICAGO 1  
360 N. Michigan Ave.

LOS ANGELES 17  
1709 W. 8th Street



# Suburbia Today

the magazine of pleasant places

*proudly announces*

## THE FIRST 1,000,000 CIRCULATION

in time for your advertising to share  
the impact and excitement of the first  
1959 issues beginning in January

SUBURBIA TODAY is adding newspapers and markets even as this announcement is being made, based on the criteria established in our introductory promotion. This first 1,000,000 circulation represents the distribution promised and guaranteed to advertisers.

We are not interrupting the circulation growth of SUBURBIA TODAY at a million. Its national coverage pattern will be expanded to the finest residential suburbs of possibly fifty metropolitan markets, but present advertising rates are guaranteed through June, 1959.

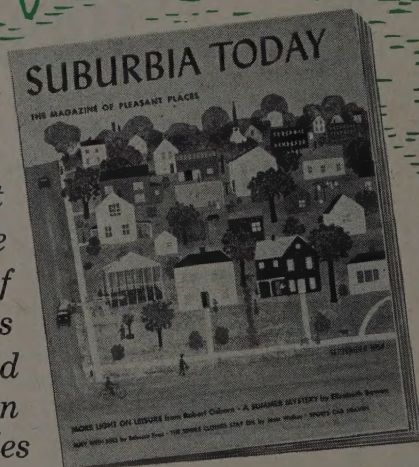
This is no ordinary million.

Among the magazines that boast of their valuable suburban coverage, only SUBURBIA TODAY will be distributed *exclusively* in the better suburbs. Only SUBURBIA TODAY will direct its entire editorial content *specifically* to the broad interests, social activities and family aspirations of the *best* customers an advertiser ever had!

In this dynamic, acquisitive, highly prosperous shop-at-home complex, the successful merchant—your dealer—uses the advertising pages of the local community newspaper that covers its market like the dew. He knows that *his* community paper is the dependable guide *his* customers shop by. He'll respond enthusiastically to your merchandising plans for products advertised in SUBURBIA TODAY.

Schedule SUBURBIA TODAY in 1959 to project your advertising in the orbit of consumer purchasing power of the expanding suburbs. Orders now being accepted for the January, 1959 issue.

Contact your SUBURBIA TODAY representative for a complete list of the outstanding suburban communities to be covered by the *First* 1,000,000 circulation of SUBURBIA TODAY.



*The smart  
colorgravure  
magazine of  
newspapers  
in selected  
suburban  
communities*

*Suburbia Today*

Leonard S. Davidow, Publisher  
153 North Michigan Avenue, Chicago 1  
ANdover 3-1270

NEW YORK 22: 405 Park Avenue, Plaza 5-7900; LOS ANGELES 5: Blanchard-Nichols, Assoc. 533 S. Westmoreland Ave., DUnkirk 8-6134; SAN FRANCISCO 4: Blanchard Nichols, Assoc., 33 Post Street, YUkon 6-6341  
DETROIT 2: 3-223 General Motors Bldg., TRinity 1-5262; CLEVELAND 15: 604 Hana Bldg., PRospect 1-4677; MIAMI 32: J. Bernard Cashion, Chamber of Commerce Bldg., FRanklin 1-9941



# Tide

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## LETTERS (Continued from page 5)

Notably, the liquor industry depends on its Christmas business for its annual income. The liquor industry, is, I believe, a very large advertiser. As such, it undoubtedly helps support a great many of your subscribers.

I will admit freely that my own business is based on the distribution of good will building items. Its growth during 62 years indicates its acceptance and its inherent integrity. If we were selling something that did not have that integrity or that in any way contributed to the delinquency of businessmen, my firm would have perished long since.

Consequently, as one who is in the advertising business, in a small way, I must object strenuously to your "boycott" of the liquor industry, the fruit cake industry, the smoked turkey industry, the cheese industry, the fruit industry and, in a sense, the printing industry.

Two of the men who call on me send me subscriptions to magazines for Christmas.

Charles Ward  
President  
Brown & Bigelow  
St. Paul, Minn.

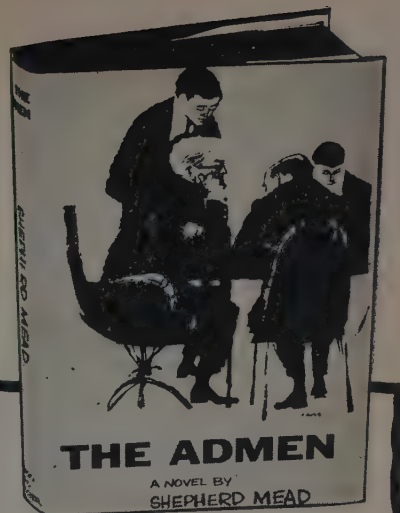
(TIDE's editorial was perhaps better conceived than executed. We have no objection to Christmas remembrances as such, only to those gifts which are tendered as disguised bribes or which are intended to influence the recipient to the detriment of his employer—Ed.)

## Want News? Information?

Call on Burrelle's for clippings from daily or weekly newspapers (on national, sectional or local basis) magazines, trade papers. All read in one reading room. Staff of 250. Our service is **PROMPT . . . THOROUGH.**

**Burrelle's**  
PRESS CLIPPING BUREAU  
Est. 1888  
165 Church St., New York 7, N.Y.  
Phone Barclay 7-5371

14 E. Jackson Blvd., Chicago 4, Ill. — WA 2-5371  
1456 N. Crescent Heights Blvd., Los Angeles 46  
Phone OLdfield 6-0304



## A novel about the Big Account Shift

Just out, and particularly good reading for insiders. Admen will instantly recognize their Colleagues, Clients, and Crises in **SHEPHERD MEAD'S** uncannily accurate and totally entertaining story of cold war on Madison Avenue. \$4 at all bookstores. Simon and Schuster, Publishers

## Plants and Flowers

for  
**PREMIUMS  
and  
GIVE-AWAYS**



Write for **FREE SAMPLE**  
of an exotic plant

Worlds Largest Supplier  
of Horticultural Premiums

Please write attention **MISS TERRY**



**ORCHIDS OF HAWAII, INC.**

National Sales Office  
305 - 7th AVENUE, NEW YORK 1, N. Y.



ATE TRENDX RETURNS--OCT. 8-14, '58--SUNDAY THROUGH SATURDAY, NBC'S NIGHTTIME  
AUDIENCE 6% GREATER THAN THE SECOND NETWORK; 35% GREATER THAN THE THIRD NETWORK.





• ON NBC: 4 OF THE TOP 5 SHOWS; A PLURALITY OF THE TOP 10, OF THE TOP 15, OF

THE TOP 25. • TOTAL VIEWING UP. PEOPLE WATCHING MORE TV ON MORE SETS THAN EVER.

WITH FALL PROGRAM SCHEDULES IN FULL SWING, MORE OF THEM NOW WATCHING NBC.

## "The President cannot be disturbed!"

*On November 9, 1916, Charles Evans Hughes retired believing he was President-elect of the United States. While he slept, late returns re-elected Woodrow Wilson. But early the next morning, a reporter seeking Mr. Hughes was told "the President" could not be disturbed.*

*"Well," responded the reporter, "when he wakes up, tell him he is no longer President."*

In the first week of October 1958, on the basis of early Trendex returns in television's annual Fall audience "election," victory claims were being run up every flagpole on Madison Avenue. They stemmed from Trendex returns on little more than half of the season's new network schedules, and some of the claims would have done a precinct captain proud. (You can prove almost *anything* if you take 37/52nds or 47/65ths of a whole.)

Now the latest Trendex reports are in, covering nighttime television for the week of October 8-14. This is the first week in which all three networks reached virtually *full* program strength. It gives the first inkling that the tremendous audience switch which carried NBC into Number One competitive position last season is accelerating this season. By almost any criterion, taking the schedule as a whole, NBC commands audience supremacy.

Of course, this election will keep right on going all season, and it's far too soon for anyone to hoist a final victory flag. But it's not too soon for us to join Trendex in spotting a landslide victory for all television, and to congratulate our competitors for helping to win it. Thanks to the fresh excitement generated by the new Fall schedules on all networks, more Americans are spending more time watching more television than ever before.

**NBC**  
**TELEVISION NETWORK**





# ARE YOU COVERED IN TODAY'S AND TOMORROW'S CHANGING MARKETS?



## READ FOR ONE PURPOSE ONLY...

by 70,271 product selectors in the 40,092 largest, most active plants in all 452 manufacturing industries... insuring saturation of your known markets... PLUS opportunities to fish for **NEW** markets rapidly developing NOW.

## PRODUCT NEWS AND INFORMATION...

the subject consistently proven to be of top interest to all who engineer, operate, and maintain industry's leading plants and who design and develop the products they manufacture.

## WHAT BETTER PLACE?...

than where 70,271 specifier and buyer readers are **LOOKING** for current product needs... as indicated by reader verification showing that IEN is checked regularly by 86.0%, and occasionally by 13.6%, for product information.

## WHAT BETTER TIMING?...

than when industry's top specifiers and buyers are **LOOKING** for current product needs... as indicated by reader verification showing that 97.5% use IEN for buying reference.

## FOR YOUR PRODUCT ADVERTISING?...

and at a cost of less than \$200 per month because you need no display... just a brief, factual description of your product!



## DETAILS?...

Write for "THE IEN PLAN"  
and **NEW** Media Data File.

BPA

CPA

## Industrial Equipment News

Thomas Publishing Company

461 Eighth Avenue, New York 1, N. Y.

Affiliated with Thomas Register

# EBB & FLOW

by mr. billings

The dramatic shift of Buick's advertising strategy from newspapers to TV was in the cards for these among other reasons: dealers wanted more TV; McCann-Erickson, new on the account, knew better than to try a radical change in copy and therefore came up with a major change in media selection. It is not yet apparent how extensive this shift is, but you can bet a martini that newspapers' worst fears will be confirmed when lineage figures are out.

Bob Foremen's pot-boiler novel, "The Hot Half Hour," should win some kind of award for perfect timing since it was published on the same day that New York D. A. Hogan launched an investigation of quiz shows.

Doesn't Procter & Gamble's TV commercial for its Ivory liquid detergent win some sort of prize for double talk with this line: only this product has "the Ivory name for mildness."

Don't go near the whiskey business. Not one major distiller will get out of the Christmas decanter and prewrap sweepstakes for under a half million dollars. Mr. Rosenstiel of Schenley will admit privately that he doesn't know if it sells any cases although even the mighty Schenley is afraid to drop them.

TV Junior, a new magazine for kids patterned after TV Guide, the magazine for bigger kids, has built a circulation in 40 markets of over 600,000 since last March. Locally edited station listings and features wrapped inside of a nationally edited section are slanted at TV personalities.

Dodge's Ed Moore threw a cute curve at the recent AFA luncheon when he said that so-called creative men do nothing to eliminate stereotyped auto advertising when they get on a car account. That's for sure; name an agency man big enough to get Detroit to try a really new idea in automotive advertising.

Stan Freberg has made some funny records, but his commercials (TV & radio) for Contadina Tomato Paste won't make you laugh or even think of buying the product.

There won't be any bombs at the A.N.A. Annual Meeting this month a la the Frey Report of last year, but Alfred Politz will score a cold beat on everybody in advertising research with a new report.

Dentifrice advertisers are nervously watching the possibility of over-the-counter fluoride pills which might get away with the claim of "Stops Tooth Decay."

Make no mistake about it, the Frey Report is under management scrutiny. At the most recent national meeting of the National Industrial Conference Board, advertising was prominently featured for the first time in years. This management group dominated by legal and financial men aired the pros and cons of the agency commission system spearheaded by the talk by A.N.A.'s Paul West.



## EBB & FLOW

Heublein, Inc., makers of ready-to-serve cocktails have just the Christmas gift for you if you live in the right state and are the man who has everything: gallon bottles of cocktails.

Woolen manufacturers are worried about what the new all-year-round wash and wear suits, usually a blend of synthetic yarn and cotton, will do to the industry. Summer weight synthetic suits knocked off nearly 30% of the business last season.

What dated the Roberta TV spectacular so badly were the anachronistic Bob Hope jokes on Krushchev, quiz shows, etc. It's still a beautiful score.

Johnson & Johnson and Y&R are jumping for joy over a very interesting pilot study just completed in Florida for a new advertising gimmick. Called "Ad-Wrap," a sample and message are delivered to the home with a copy of the local newspaper.

One national vodka distiller (not Smirnoff) has sent a bevy of girls into the field to call on the retail trade. Could be they are the ploy to knock out the industry's biggest problem: private brands.

Dr. Dichter has come up with a new one. He says that most of the recent middle class are "cocktail insecure," that is, they are not sure how to mix and serve the sauce. We thought everybody was an expert on this.

Michigan and Madison Avenues are chuckling over a rash of Viceroy switch jokes making the rounds. The scene is a "thinking man" surrounded with planetarium equipment, telescopes, etc. Asked if he is an astronomer, he replies, "No, I'm a peeping tom." Same thing with an implied physicist replete with charts and graphs who replies, "No, I'm a bookie."

Isn't du Pont buying some more motivation research to find out why tinted nylons are laying an egg? Any gal will tell you that they think the tint is not quite ladylike. Same sort of feminine logic had to be overcome with hair dyes and tints.

Producers of Lassie are using direct mail to kids and press releases to say that spectaculars are "a thing of the past." They urge, unashamedly, that kids watch Lassie instead and "tune to CBS a half hour before Lassie . . . to make sure you are on the right channel."

Stephan Lion of the advertising art and design outfit in New York predicts that automotive advertising will one day burst its shackles with art depicting motion, style and form in the abstract with nary a fin in sight.

The new automobile regulation requiring a fixed price on the ticket means nothing to the dealer and will further confuse the consumer.

General Food's campaign for Jello featuring various weeks such as "Put Bounce in Baby Week" are, despite trade reports to the contrary, under heavy fire from management. Too costly for a "spot" says top brass.

# In planning any Industrial Advertising Schedule make sure you start with Thomas Register...

Industries source  
for Sales Producing  
Inquiries.

*12,252 Companies used  
factual advertising  
in last annual edition*

*because they know  
Thomas Register  
is where Buying Inquiries  
are Born!*

Write for ABC Statement today —  
talk over your companies requirements  
for Sales Producing Inquiries  
with a Thomas Register representative.

## THOMAS REGISTER

461 EIGHTH AVENUE  
NEW YORK 1, NEW YORK  
Telephone OXford 5-0500






COLONEL FLACK has success written all over him. In just sixty days on the market, Flack syndicated sales zoomed over the \$1 million mark!

Big markets, small markets, *all* markets have gone Flack-happy. Sponsors? Beers, oils, foods, utilities and banks. Heidelberg Brewing in 10 markets, Pacific Gas & Electric in 8 markets, Standard Oil of Texas in 7 markets, Bell Bakeries in 6 markets, Kroger in 5 markets. Midland Federal Savings & Loan, Colgate-Palmolive, Budweiser, Blue Cross, Progresso Foods. And many others.

Why the excitement? Colonel Flack has *everything*. Comedy ("the only fresh comedy series in syndication," *Variety*); famous stars (Alan Mowbray, Frank Jenks); top-notch production (M-G-M's best); pre-sold audiences (millions of Flack readers in the *Saturday Evening Post*); plaudits ("Good clean fun," John Crosby... "A hit!" *The Billboard*).

Colonel Flack—39 furiously funny half-hours of him—is at your service. Contact...

"...the best film programs for all stations" **CBS FILMS** 

OFFICES IN NEW YORK, CHICAGO, LOS ANGELES, DETROIT, BOSTON, ST. LOUIS,  
SAN FRANCISCO, DALLAS, ATLANTA. IN CANADA: S. W. CALDWELL, LTD., TORONTO

**FLACK MAKES FIRST MILLION**

**FLACK DRAWS BUDWEISER**

**Old Heidelberg Ho**

**Bakery Raises Dough With Flack**

**BLUE CROSS BUYS FLACK**

**COLGATE**



**FLACK STRIKES (STANDARD) OIL**

**Kroger And The Colonel**

**FLACK CORNERS UTILITIES**

**MIDLAND BANKS ON COLONEL FLACK**

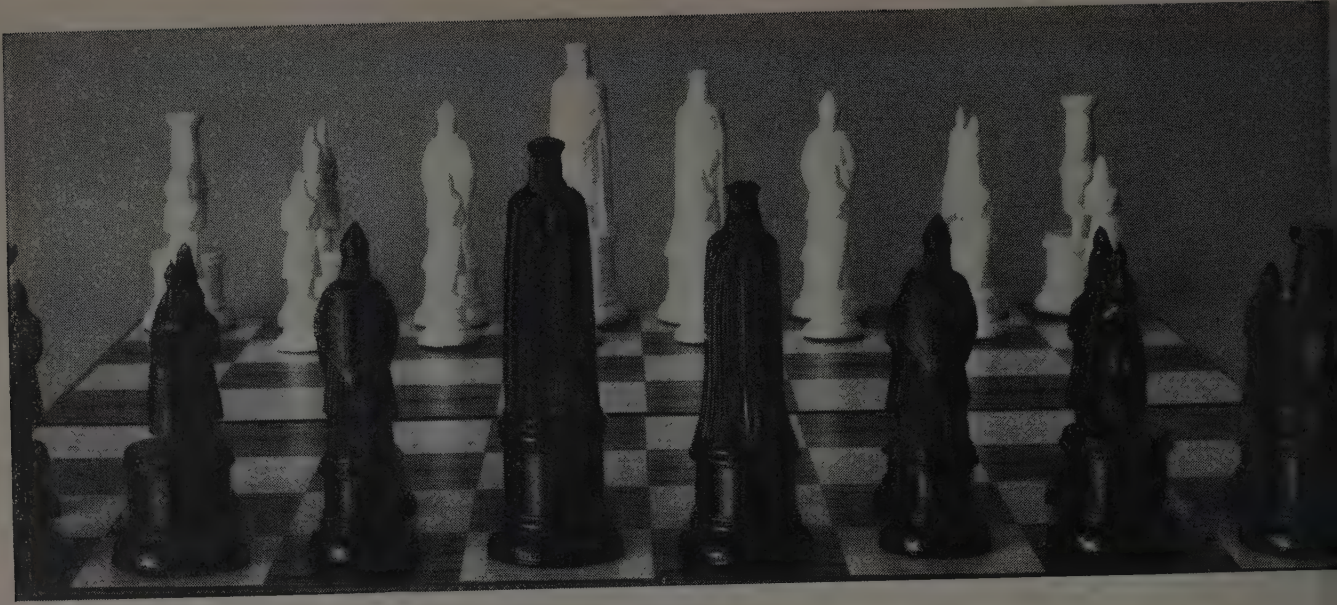
**With Flack**

**PLAN**

**LATHER OVER FLACK**

**PROGRESSO: FLACK MOLTO BENE**





**“ALL THAT IS NECESSARY  
FOR THE FORCES OF EVIL  
TO WIN IN THE WORLD IS  
FOR ENOUGH GOOD MEN  
TO DO NOTHING”** —EDMUND BURKE

**VOTE TUESDAY NOV. 4**

*This message was created for display on bulletin boards in our agency. It was to remind our people that voting is not a right, not a privilege, but a responsibility of citizenship. It appears here in the belief that others will also find these words of Edmund Burke a strong and timely reminder of a basic principle. YOUNG & RUBICAM, INC. Advertising.*



# monthly

# report

A re-cap and forecast of the month's developments in advertising.

★ ★ ★

● Still more trouble for the cigaret industry, on a dizzying cancer and filter whirl now for more than four years.

Added pressures from the Federal Trade Commission, the industry's own distributors and medical researchers combine to work further changes in the advertising which costs the cigaret makers about \$160,000,000 a year.

The latest:

— the FTC bars Liggett & Myers from using the claims "milder," "no adverse effect" or "soothing and relaxing" in its ads for Chesterfield;

— tobacco distributors are "requesting and urging" an end to the Our-Smoke-Is-Safer war;

— the American Cancer Society plans to survey a half million families to determine if there is a statistical relationship between cancer and everyday habits, including smoking,

— and, perhaps most significant of all, R. J. Reynolds announces it is negotiating to buy Warner-Lambert Pharmaceutical Co.

The new ad restrictions by the FTC come in a case dating back to 1953. The only point Chesterfield wins in the long litigation is the right to say the cigaret leaves "no unpleasant after-taste." The commissioners agree. But, they add quickly, neither does any other cigaret.

The FTC decision draws support, if only by implication, from a surprise source: the National Assn. of Tobacco Distributors. The trade group

is dispatching letters to cigaret makers and their agencies imploring them to "refrain from all claims implying that smoking a competitive brand has a harmful effect on the human system."

Writes the association:

"The scheme of introducing a new brand of cigarets or other tobacco product as a panacea rather than a pleasure, by launching a marketing drive founded on spurious health claims, is hereby condemned as misleading to the public, prejudicial to the economic welfare of the industry and repugnant to accepted moral and ethical standards of American competition."

The planned statistical survey by the American Cancer Society, however, might well result in new adjectives for the battle of the claims. It was a statistical survey, you remember, that set off the cigaret-cancer scare in 1954.

Surprisingly, even with the cancer fright, the consumption of cigarets continues to rise to record heights. The Value Line Investment Survey estimates domestic consumption is running 3.5% ahead of last year, "an above average gain for the industry."

The contemplated merger of Reynolds Tobacco with Warner-Lambert Pharmaceutical Co., however, in the words of the Value Line Survey, might "suggest a certain lack of faith in the future of the cigaret industry."

The merger would be the first major step by a tobacco company outside its field. Two now do have outside holdings but they are small. Reynolds owns an aluminum foil facility and



Philip Morris last year bought Milprint, a packaging firm.

★ ★ ★

- What do the cigaret troubles mean to other advertisers:

Cigaret accounts are a major activity in at least 18 advertising agencies. Almost half of the \$160,000,000 spent in advertising goes into network and spot television, a sufficient expenditure to place six cigarets among the 11 brands most heavily advertised on network TV.

Certainly, any change in direction for the cigaret industry, whether in advertising or corporate structure, will have tremendous impact on virtually every adman's job.

★ ★ ★

- Also in the tobacco industry: a new president. William S. Cutchins, formerly executive vice president, succeeds Emery M. Lewis as head of Brown & Williamson Tobacco Co., makers of du Maurier, Kool, Raleigh and Viceroy.

★ ★ ★

- More on company mergers:

Chesebrough-Pond buys the cosmetic line of Vick Chemical for an undisclosed amount of cash.

Corn Products Co. runs newspaper ads in 35 cities to explain that its merger with Best Foods is designed "not to make just a bigger company . . . but a better one."

Kenyon & Eckhardt picks up \$6,500,000 in Pabst billings from Norman, Craig & Kummel in a unique shift which sees the agency for the firm acquired (Blatz) getting the account for the firm doing the buying (Pabst). K & E took the Blatz account from N C & K in 1956.

★ ★ ★

- Among other company happenings, bigger than ever campaigns are underway, including two competitive drives in frozen foods.

Libby, McNeal & Libby ups its advertising budget for an expanded push, with much of the increase going to its frozen food line via BBDO.

The campaign will include color pages in consumer magazines and Sunday supplements, plus network TV.

Stokely-Van Camp's frozen food division is launching "the biggest advertising campaign in its history" for its PicSweet and Stokely's Finest lines. Lennen & Newell is preparing the ads for magazines, newspapers, saturation radio, TV and outdoor display.

"Biggest ever" also are the words to describe the \$1,000,000 Christmas campaign in magazines, newspapers and television for the Necchi-Elna Sewing Machine Corp.

The jet age means an expanded ad budget for the airlines. Pan American World Airways, for one, now budgets (through J. Walter Thompson) almost \$500,000 for ads in 67 newspapers to announce its new Jet Clipper service. Other airlines, notably Air France and BOAC, also are in there pitching.

National Distillers, Hiram Walker and Schenley, as could be expected, are spending multi-million dollar budgets in print media for their annual Holiday Spirits campaigns. There are no exact figures from the companies but they all say they will be spending more than last year.

The American Dairy Assn. also is increasing its ad budget. The group plans to spend about \$6,900,000 next year, a \$300,000 increase over 1958 spendings. Added emphasis is going to locally-edited Sunday supplements. The association is also continuing with NBC-TV's Perry Como, newspapers, magazines, business papers and radio.

And yet another added beverage campaign: this one from The Tea Council. It's spending about \$1,200,000 on nighttime TV in 18 markets to preach: "If you're one of those people troubled by other hot beverage habits . . . then you should switch to hot tea."

★ ★ ★

- Among the agencies: more mergers as more principals join together to meet client marketing demands.



Peck Advertising, formerly exclusively in New York, joins hands with W. B. Doner, of Detroit and four other cities, to form Doner & Peck. The new combine, which claims billings of \$20,000,000 for 1958, gives Peck sufficient outlets to put into operation its "Market Monitor," described as a coast-to-coast network of experts coordinated to meet "virtually any merchandising job."

Clark & Bobertz of Detroit, which has absorbed four agencies since April, has added two more. Latest to join are the Lee Donnelley and John B. Hickox agencies, both of Cleveland. "The day of the one-man agency is over," says executive vice-president G. H. Bobertz. "Clients today demand all the marketing service that a larger agency can offer." C & B now boasts about \$5,000,000 in billings.

Benton & Bowles picks up \$6,500,000 in international billings with the acquisition of Lambe & Robinson of London. The British firm, like B & B, handles a piece of Procter & Gamble.

Lennen & Newell expands its annual billings to \$83,000,000 by absorbing Buchanan, the third agency bought this year. Earlier buys: Merchandising Factors of San Francisco and C. L. Miller of New York.

\* \* \*

● One result of the rash of mergers: M. E. Carlock resigns as vice-chairman of Calkins & Holden because of "amicable differences of opinion" stemming, in part, from the agency's position on mergers. Calkins & Holden has been talking with Burke Dowling Adams but Carlock's stand on the deal remains unknown.

\* \* \*

● Top personnel change of the month: a new president for Young & Rubicam. George H. Gribbin, 51-year-old senior vice-president and copy director, succeeds Sigurd S. Larmon in the key post at the nation's third largest shop. Larmon continues as board chairman and chief executive officer.

The appointment puts another creative man into a top agency post: apparently the latest evidence of a swing away from a businessman as

boss. BBDO made the shift last year when it named its top creative man, Charles H. Brower to succeed Ben Duffy, the agency's sales-minded chief.

\* \* \*

● Other advertising personnel changes:

Ogilvy, Benson & Mather picks up two vice-presidents: David P. Crane from Benton & Bowles and Everard W. Meade formerly of Young & Rubicam.

Julian P. Brodie ends a 30-year partnership in shifting from Lewin, Williams & Saylor to Lawrence C. Gumbinner as a vice-president. Brodie teamed with Alan Green in 1928 to form Green-Brodie and both moved to Lewin, Williams in 1955. Green remains there as a senior vice-president.

And Phyllis Cunyningham, head of the drug division group at Dowd, Redfield & Johnston for five years, takes over a similar job at Kastor, Hilton, Chesley & Clifford.

\* \* \*

● Account switches continue unabated, and one even winds up in the courts.

The legal battle is over the Bon Ami switch from Weiss & Geller to Cole, Fischer & Rogow. W & G has filed a suit in New York State Supreme Court charging Bon Ami violated its contract in dumping the agency. W & G wants \$115,114 for past services. Bon Ami, however, answers W & G was "entirely inefficient and unsatisfactory." The company demands \$186,348 in a countersuit.

Warner-Lambert Pharmaceutical Co. consolidates a number of its major accounts at its advertising subsidiary, Lambert & Feasley. DuBarry & Sportsman toiletries move from Norman, Craig & Kummel come January, and now word has it that Fizzies, the instant soft drink tablet, will soon leave Lennen & Newell for the drug firm's shop.

Foote, Cone & Belding is at the losing end of another switch. Schenley Industries' CVA Corp. moves its Cresta Blanca and Roma Wine accounts to Norman, Craig & Kummel come January 1.



- Two opposing philosophies on agency operations result in two opposing views on Christmas bonuses.

The Kudner Agency announces it will continue its profit sharing plan despite a drop in billings from \$40,000,000 last year when it will continue its profit sharing plan despite a drop in billings from \$40,000,000 last year when it held the Buick account to \$18,000,000 for 1958. The agency will distribute profit payments amounting to 15% of each employee's base pay and, in addition, will present an extra cash bonus at Christmas time.

Kenyon & Eckhardt, which also has suffered sharp cuts with retrenchments in the Ford institutional and Mercury accounts, says it will discontinue the 10% to 20% pay cut imposed last May and restore all money that had been deducted.

But McCann-Erickson announces it will break an eight-year tradition and omit its customary 5% bonus this Christmas.

Explains the agency: McCann, unlike some other shops, has maintained staffs and salaries during the recession, despite cuts in billing. The result is a proportionate increase in operating costs in relation to income. Now, to maintain a sufficient level of profit, the agency directors feel they must forego a bonus.

The question that McCann poses: are Christmas bonuses worth the price of job security?

McCann's answer: No.

\* \* \*

- Among the media, A & P gets rid of a hot potato and an innovation doomed to failure by some critics gets underway as a success.

The hot potato for A&P is Woman's Day, a monthly in national distribution through A & P supermarkets and 1,200 other stores.

A & P sold it to Fawcett Publications, the company handling the printing all along, for an undisclosed amount of cash.

The sale puts an end to 30 months of legal bickering involving charges that A & P created Woman's Day as a device to hold a "captive audience."

In another magazine sale, the Curtis Publishing Co. continues to snap up competition. It buys Household from Stauffer-Capper, also for an undisclosed amount of cash. Six months ago Curtis bought American Home. Household dies with its issue this month. Its 2,650,000 subscribers will be offered their choice of American Home, Holiday, Ladies' Home Journal or Satevepost.

\* \* \*

- The Assn. of National Advertisers issues a 188-page report showing magazine audiences may have doubled since 1940 but magazine space rates have gone up even more.

LIFE, for one, charged \$6,500 for a black and white page in 1940 when the guaranteed circulation was 2,300,000. The same page now costs \$26,275 while the guarantee has climbed to 6,000,000 — a fourfold increase in cost but only a threefold increase in audience.

The ANA survey, which covers 60 magazines, shows most books parallel Life's boosts. An exception: The New Yorker with per-1,000 costs for a black and white ad actually down.

\* \* \*

- TV Guide, the nation's fastest growing magazine, launches an intensive "blitz" campaign to boast its growth. The book takes full-page ads on five straight days in five newspapers and five-page inserts in four trade pubs to herald its 6,500,000 guaranteed weekly circulation through 51 regional editions.

\* \* \*

- New editor for Good Housekeeping. Herbert R. Mayes retires as editor after 16 years and Wade H. Nichols takes over the post. Robert Stein moves up from managing editor to replace Nichols in his old job as editor of Redbook.

\* \* \*

- The media innovation that surprises some so-called experts is ABC-TV's Operation Daybreak, a bargain-basement plan for daytime TV. It is getting underway a 95% sellout with 18 advertisers buying the late morning and afternoon time.





# We eat 44 more eggs —

This headline, dear reader, carries no implication of excess, or egghead. The "we" is not personal but statistical. The eggs are merely an index, but significant.

According to the US Department of Agriculture, Americans in 1958 are eating 44 more eggs per capita than the 1935-39 av.; also 23 lbs more of meat, 18 lbs more of poultry; plus more cheese, ice cream, canned and frozen fruits and vegetables.

Expected '58 per capita consumption of food is 11% higher—for 42 million more people! And the food is produced by 1,500,000 fewer farms!

With the vastly increased market and fewer farms, good farmers make money even when prices are down. This year farm income is up an estimated 19% over 1957 for the first three quarters of the year. Business in farm trading areas has been exceptionally buoyant. Farm machinery manufacturers have had record sales and many are behind demand. The best US farmers are anybody's best prospects for more business this year.

Finding the best farmers is no problem. SUCCESSFUL FARMING has rounded up the cream of the volume producers of field crops and livestock, in a compact package of 1,300,000 circulation. Evidence: SF farmers in 1957 sold 62% of the hogs, 47% of the cattle and calves, and have 40% of the laying hens — are the major suppliers of the most wanted food products. Their estimated average farm cash

income last year was \$10,870 — will be higher this year.

SF families are in the market for modern kitchens, more bathrooms, enlarged and remodeled houses, central heating, new furniture and furnishings, all appliances, cars, hi-fi sets, boarding schools, Florida vacations, trips to Europe, and insurance.

As a medium for selling, SUCCESSFUL FARMING is tops this year. And in its first 11 1958 issues, 111 new advertisers made their bid for more business from this choice class market.



No other major medium approaches SUCCESSFUL FARMING in its effectiveness, and economy. This magazine for more than fifty years has helped the country's best farm families earn more, and live better. Every issue makes real contributions to their business and their living standards. And this magazine enjoys a degree of confidence and respect that gets better reception and response for your advertising.

For better business, go where business is better! Any SF office can show you.

*Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.*



## Depreciation... big deal!

**In agriculture, annual depreciation makes a replacement market of \$3.9 billion!**

**Farmers' 1957 capital expenditures were:**

**\$1.4 billion for tractors, trucks, cars,**

**\$1.1 billion for other machinery and equipment,**

**\$1.6 billion for homes, service buildings, etc.**

**Plus \$16 billions by farm operators for living expenses**

**—\$4 billion food, \$256 million furniture!**

**Successful Farming with 1,300,000**

**of the nation's best farmers delivers**

**(1) rich market, where general media are weak**

**(2) big buying power—estimated average 1957 cash farm income of SF farm families, \$10,870**

**(3) influence, based on 57 years of service.**

**Call any SF office for details!**

**Successful Farming . . . Des Moines, New York, Chicago, Detroit, Philadelphia, Cleveland, Atlanta, San Francisco, Los Angeles, St. Louis, Minneapolis.**





# Why deal yourself out with aces in your hand?

Right now, most businessmen are carefully studying the economic cards for 1959. After a less-than-record '58, there are some varied forecasts. Thus, a hypothetical conversation might sound like this:

*You (an industrial supplier):* "Things won't be much better next year. Have to watch costs. We ought to hold back on advertising — and save the money."

*To which we'd answer:* "Can't agree. First, advertising isn't an expense but an investment in holding your market. Second, advertising today is surest way to get bigger share of business as Metalworking turns up. Signs of this evident now."

*Then you would reply:* "That may be true, but our business depends on capital spending. Fifty-nine expansion plans don't look too promising."

*Our rejoinder:* "Maybe not at this moment. But look at the equipment replacement market. Preliminary results of the 8th American Machinist Inventory of Metalworking Production indicates that more than half the Metalworking machinery in the U.S. is obsolete — over 10 years old. That means only one thing: potential sales."

*You (with a questioning look):* "Sure, if we can only get them to spend the money."

*Then we say knowingly:* "They'll spend it — if given good reasons. There are plenty. Higher production, lower per-unit cost. Better competitive position. Stronger profit picture."

*You:* "What's that got to do with advertising?"

*Our concluding argument:* "Easy. Application/specification advertising is the most effective way to get basic reasons for modernization to Metalworking production engineers and executives. These are the men who plan, propose and sell modernization to management."

American Machinist is far and away the most direct way to reach a Metalworking production man. It's his magazine. That's why more of them subscribe to it than any other Metalworking publication.

McGraw-Hill Magazine of Metalworking Production

330 West 42nd Street, New York 36

**American  
Machinist**





# TIDINGS



## MEA CULPA

We've been rather irked in recent months by admonitions to feel really clean for the first time in our life. Now we realize an apology is due.

According to the latest Television Factbook, 42,400,000 American homes have television sets. Only 41,500,000 have tubs.

## SAKI FIFTH AVENUE

It is a rare occasion when we have an opportunity to observe two authentic cultures side by side. It is even rarer when the comparison can be made amid the lush surroundings of Fifth Ave. in midtown New York. Such has been our luck.

We've visited the New York branch of Takashimaya, Inc., Japan's largest department store and the first to venture to an American shore.

On three floors of display area we found shoji screens and chrysanthemum-patterned wares. We saw souvenir trinkets and volumes on Japanese lore.

A call of "anone," a polite "Hey you," brings a Japanese salesgirl to explain the purpose and history of any unfamiliar display.

The merchandise and atmosphere in the show area are as Japanese as can be reproduced in a foreign land. But inside the store office, the east and west collide in a garish clash.

On a desk we found the Japanese version of an abacus and next to it a teletype printer from RCA. We

glanced at a ledger where, side by side, are Japanese figures and an almost illegible English scrawl.

We chatted with Jun-ichi Yabuki, the boyish office manager from Tokyo who came to this country two years ago to study business at Columbia University and stayed to help run the store.

"About 7,000 people have come through the store each day since the opening on October 18," he told us, in an English he learned at his Japanese schools. "But we had one problem. A lot of people thought the merchandise was only for display." The Japanese tradition, he explained, is to mark the price on the bottom of the items.

"We had to type the prices on cards and place them in front of the merchandise so people would know the goods were really for sale."

Yabuki says that picking an Amer-



ican agency to handle the retail advertising proved one of the easiest tasks for the transplanted store. The Wexton Co. of New York won the account hands down.

It seems that Larry Schwartz, the Manhattan-born agency president, speaks fluent Japanese.

## Self Control

The Lionel Corp., it seems, is out to cure the world single-handedly. Its simple solution is to get every parent to buy his child a Lionel train.

That, at least, is our impression on reading the headline for Lionel's

Christmas ad campaign. The slogan: "If he controls a Lionel train today, he'll control his life tomorrow." It's slated for publication this month and next in LIFE, LOOK and PARENT's magazines.

The campaign is the brainchild of Lionel admanager Jacques Zuccaire. "I suggested it to the Grey Agency about a year ago and they developed the theme." The agency called on Dr. Ralph E. Pickett, associate dean of New York University's school of education, to provide the professional advice.

We, personally, have only one thought while reading the ads. What would the psychologists have to say about children such as we who exercise their control by derailing the toy trains?

## The Ad Game

We knew it had to happen sooner or later. An enterprising adman has put out a parlor game based on that "great game of advertising" itself.

The new creation is "Brand Image," at \$3 from Lilco Enterprises of New York. We've played it, and, frankly, it's fun.

The object of the game is to identify the brand marks or slogans reproduced on 62 cards.

Some of the images, such as the man with the eye patch, are easily recognized. But there is hardly a wise-guy among us who can restrain his creativity when posed with the slogan: "It's part of the language. Built like a —." (The answer, by the way, is Mack.)

"That's the fun of the game," says Ed Bergelt, creator of Brand Image. "There's lots of room for double entendre."

Bergelt, an account executive at



Marsteller, Rickard, Gebhardt and Reed, says he's been playing a version of the game for the past couple of years.

"I used to clip slogans and symbols from newspapers and magazines and pass them around at parties. It proved so much fun," he says, "I decided to put it out commercially as a sideline."

The adman says he wrote to 150 companies for permission to use their brands and 75 gave their okay. "We picked 62; some well-known, some not so easy to guess."

One insurance firm is so pleased at being selected, he says, that it's going to distribute sets to salesmen to show how popular the company slogan has become.

But we wonder what is going to happen to the agency man whose client finds out there is hardly a player who knows his brand.

## TV tearsheets

We've stumbled on a spy network with headquarters only a few blocks south of New York's Grand Central Station. Actually, we must admit, it is really not a spy network. It's a network spy. And we didn't stumble on it. A PR man named Burt shoved us on the trail.

Anyway, we found a cloak and dagger operation and, even with the inside help, it took our best skills at cloak and daggering to ferret out the details at first.

The operation is the U.S. Broadcast Checking Corp., a new monitoring service which tunes in on television commercials and automatically records the pictures and sound.

For \$10 a commercial minute, or so our Burt enthused, the USBC can supply advertisers with glossy 8 x 10 in. tearsheets showing exactly what was telecast during the sponsor's commercial time. On each sheet are four 35 mm. photographs showing the video scene at three second intervals. At the right of each picture is the exact time the scene was aired and a transcript of the audio that went along.

Our Burt convinced us the operation needed our closest study, so we journeyed to USBC headquarters atop a 27-story building in midtown New York.

Intrepidly our Burt pushed open a door marked "private," and ushered us to an inner room where the USBC monitoring equipment was carefully arranged.

There we found stripped-down television receivers, one for every channel in New York. We found elaborate 35 mm camera equipment and sound recorders and wires and tubes.

Hastily we brought out our notebook, fearing to trust to memory what we knew we must report.

Then, suddenly, a member of the inner circle barged into the equipment room.

"Will you please show the gentleman out," he politely told our Burt.

"It's okay," our Burt insisted, "he's with me."

"I'm sorry," the intruder demanded. "Will you please show the intruder out," his eyes narrowing as he repeated his phrase.

We tugged out on Burt's coattail who wisely decided it was, after all, time to go "out." He escorted us into another office where USBC sales manager Carl Getchell filled us in on less vital details.

"The USBC was founded to take the human error out of commercial monitoring without the expense or inconvenience of videotape or film," Getchell told us, talking slowly to soothe us.

"An advertiser can sit down at his own desk and see what his commercial or any competitor's commercial looked and sounded like at three-second intervals.

"The system is particularly valuable to a heavy spot advertiser who wants to see what commercials were used at what time, without relying on a station's sometimes inaccurate log or a subjective report from a paid viewer who's been known to be wrong."

Getchell said that USBC monitoring equipment would be in 50 top markets by next year, enabling a national sponsor to keep accurate tabs on all his commercials whether they be aired in Denver, Chicago, Los Angeles or New York.

"Chemstrand has bought it and so has one of the agencies for Revlon," he added. "Lestil also is a client . . . and there are a lot more."

Getchell told us a few on his clients he could not name. "Some are making secret test campaigns," he explained.



## TIME OUT

We have learned of an American industrial achievement that enables man to circumvent the restrictions of time.

A New Jersey manufacturer, has

designed a wristwatch with 12 fingers on its face to mark the hours. Now, says the publicity handout, "it's always cocktail time . . . for those who won't indulge until after five." After Five Enterprises of Newark is making the watch for \$19.75.

We're going to send our order this afternoon at four.

## Literary admen

Every once in a while we see or hear something that gives us a warm glow and a couple of good belly laughs. Last week, on just such an occasion we read a thoroughly delightful little book of poetry called "The Wonderful World of Aunt Tuddy" written, no less, by an adman, Ted Bates creative director Jeremy Gury, and illustrated by Hilary Knight whose drawings helped immortalize Kay Thompson's *Eloise* and Conrad Hilton's Hotel Plaza a couple of years back.

It turns out that Aunt Tuddy, a slightly mad little old lady whose antics just about drive a department store off its rocker, her nephew Fensler and the heavy, Dexter B. Dexter president of the Dexter Paper Napkin & Doily Works, were inspired by retailer Max Hess (Hess Brothers, Allentown, Pa.,) who wanted a book written about a department store and commissioned Gury and Knight to pool their creative talents.

And like with most literature these days, there's a bit of symbolism lurking between the lines. Explains Hess (according to the book's jacket): "... Aunt Tuddy is millions of department store customers rolled into one. She's a symbol of the human side of retailing — the most influential factor in the operation of a store like Hess Brothers, a fact of which she is totally unaware."

As for author Gury, formerly copy chief at Donahue & Coe and Benton & Bowles, he, according to Lynn Farinol, his publicist, finds "no inconsistency between the bouncy, light-hearted style of his book and the hard-hitting material he supervises for the Bates agency."

In fact, Gury advises that "Somebody really ought to investigate the private creative lives of advertising people. They'd get quite a shock" (Bates board chairman) Rosser Reeve writes elegant and sensitive poetry. Some of our toughest TV writers are appearing in the choicest magazine and of my staff of tough, hardened young writers, there are at least three with novels in preparation, one of which has already been bought by a publisher."



**Tide**ADVERTISING  
LEADERSHIP PANEL

If network TV programing leaves you a little cold, you're not alone. Nearly half of Tide panelists in the latest survey find this season's shows...

# "Tried and Tired"

If this fall's TV shows leave you with that old letdown feeling, you are not suffering alone.

The latest survey of the TIDE Advertising Leadership Panel shows that almost half the respondents—43%—consider this season's television programing just about the poorest ever. The chief faults: lack of originality, monotony, duplication, an over-abundance of westerns and quiz shows, a dearth of live dramas and "think" programs. Warner-Chilcott (division of Warner-Lambert) advertising and promotion director Edward Whitney echoes the thoughts of most Panelists in this group when he calls the TV industry to task for dishing out "too many repeats, too many westerns, too little appeal to the intelligence."

BBDO executive vice-president and creative head Robert L. Foreman blames the low quality of today's network television on the economic climate, particularly the fear germinated by the late, unlamented recession which, in his opinion, "took the guts out of those few who had any."

Claims Norwich Pharmacal vice-

president John Alden: "the weakness of most of the new half-hour shows—particularly in script and casting" has a neutralizing effect on what improvements have been made in some of "the big shows"—resulting in an over-all substandard TV season.

While a healthy 49% of TIDE's Panelists agree that current TV is about on a par with past years, this does not necessarily imply any great degree of satisfaction. To the contrary, in fact. The majority of this group maintain that although today's programing is probably no worse than the past, it's essentially nothing more than a warmed-up version of last year's fare, which wasn't very hot to begin with.

Dant Distillers ad director Robert J. Franklin is one of many Panel members who complain, as he puts it, that television's "lack of creativity and courage in presenting better quality programs" is resulting in an unfortunate amount

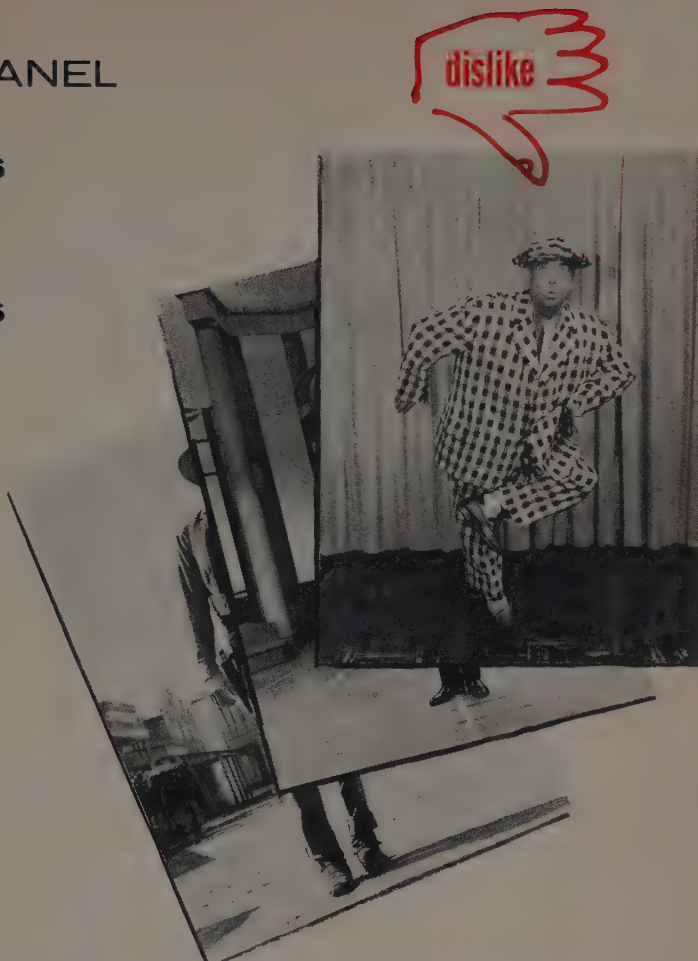
of "sameness of format."

On a similar tack, Marsteller, Rickard, Gebhardt & Reed executive vice-president H. H. Sharman chides the TV industry for being "too prone to stick to tried and tired ideas."

MacManus, John & Admas vice-president William B. Bachman, Jr., slightly more benevolent, says that although "material or content is about the same, production this year is a little better."

Libbey-Owens-Ford Glass ad-manager Franklyn R. Hawkins, however, reports that he "hasn't seen any new shows which carbonate the corpuscles."

A surprisingly small number of Panelists—only 8%—rate this season's programing superior to past years. Most of these admen, like D. P. Brother vice-president Walker R. A. Graham, think it's the return of old stars like Milton Berle and Jackie Gleason and the appearance of new TV faces, e.g.



*Westerns, quizzes and Jackie Gleason, dismay Panelists the most.*





*Two perennial newcomers and one adventure series, Peter Gunn (far right)*

Bing Crosby that's doing the trick. Others in this group join Weiss & Geller vice-president Max Tendrich in cheering the trend to more specials and spectaculars.

Asked to select the programs they especially like or dislike, the Panelists reveal a few interesting patterns which could leave the television industry wondering at the wisdom of some of its programming strategy.

This season, for example, the networks saw fit to dump four long-time dramatic shows (Climax, Kraft Theatre, Studio One, Suspicion). Significantly, in *TIDE's* survey, a dramatic show, Playhouse 90, is named the all-time, number one favorite program by an overwhelming majority of Panelists.

Further, two dramatic shows emerge high on the list of now-defunct shows which the Panel members would like to see make comebacks. Topping the missed list (in order of most number of mentions): Omnibus, Kraft Theatre, Studio One, Wide, Wide World.

Interestingly, the admen on *TIDE's* panel rate horse operas the single-most irritating feature of the current TV line-up, with an astonishingly large majority designating "all westerns" as the type of program they most intensely dislike. This season, with all three networks

sharing the blame, there are no less than 24 westerns loping through the picture tube.

And with at least two westerns aired every night of the week (four on some evenings—three in rapid succession on one network, the fourth running on another net either directly opposite or following the first batch), there is almost no escape save a movie or a broken TV set.

As one adman puts it: "The westerns are so much alike that if it weren't for the commercials you couldn't tell them apart."

In an obvious attempt to revive ebbing audience interest, the three networks have loaded up with big name starts. *TIDE's* Panelists regard this tactic with mixed reactions, exhibiting a definite fondness for the unobtrusive type of performer, especially singers, and a decided distaste for the hard-hitting comedians and emcees who generally tend to dominate their shows.

For example, in the survey two shows featuring singing stars emerge high on the list of the Panelists' all-time favorites which (listed according to number of mentions) are: Playhouse 90 (CBS-TV, sponsored by All State Insurance via Leo Burnett, American Gas Assn. via Sullivan, Stauffer, Colwell & Bayles, Kimberly Clark via Foote, Cone & Belding, R. J. Reynolds via Wm. Esty); Dinah

Shore (NBC-TV, Chevrolet via Campbell-Ewald); What's My Line (CBS-TV, Helene Curtis via Tatham-Laird, Kellogg via Burnett); Perry Como (NBC-TV, American Dairy via Campbell Mithun, Chemstrand via Doyle Dane Bernbach, Kimberly Clark via FC&B, Noxema via SSC&B, RCA-Whirlpool via Kenyon & Eckhardt, Sunbeam via Perrin-Paus.)

Sametime, another singer and a comedian-emcee are among the Panelists' best-like new television show. According to the majority of admen, most promising newcomers (listed according to number of mentions) are: Peter Gunn, an adventure series (NBC-TV, sponsored by Bristol-Myers via Doherty Clifford, Steers and Shenfield); Garry Moore (CBS-TV, Revlon via Warwick & Legler), the first of Bing Crosby's specials (ABC-TV, Oldsmobile via D. P. Brother); Firestone Hour (ABC-TV, Firestone via Sweeny & James.)

On the other hand, of the seven shows most disliked by the largest percentage of Panelists, six are big name comics or emcees. Topping the unloved list (again according to number of mentions): Jackie Gleason (CBS-TV, sponsored by Lever Brothers via J. Walter Thompson, Pharmaceuticals via Parkson); Garry Moore, who's dis-



# what would **YOU** have done?

by  
**Gilbert  
Seldes**

**Mr. Seldes thinks advertising has an unusual and critical assignment from the auto industry this year: sell a product the public doesn't like or thinks it doesn't like. The outcome, he says, may determine the future of the advertising business.**

**O**n the face of it, the problem was simple: early in 1958 an idea began to gain currency in the United States. This idea was that the reason Americans were not buying cars was that they didn't like the looks of the Detroit product.

A few cautious observers added the factor of size, but the general impression was that the basic cause of the recession was too much chromium on too many fins. So far as I know, I am the only intelligent American who does not believe this. Size, yes. But beauty? You might as well say that attendance at the movies dwindled because people were dissatisfied with Technicolor.

To all intents and purposes, the 1959 cars were already finished by the time this impression became prevalent. They couldn't be substantially altered.

The automotive industry said, in effect, to the advertising business: sell a product which the public doesn't like or thinks it doesn't like. The catch is this: in the entire history of modern advertising this had never happened before. Looking back, with the agony of the past year still gnawing at their vitals, advertising men for the first time understood that they had been selling to people commodities that people already wanted or would want the moment they knew about them.

To be sure, each agency had to persuade a sufficient number of people to buy Brand A Rubberbands instead of Brand B—but the demand for Rubberbands was already in existence.

To be sure, powdered coffee wasn't in active demand, but coffee-drinking was fairly familiar and there was no hostility to it. Perhaps the only similar (not parallel) situation occurred during the war, when the buying habits of the public had to be altered, when you had to advertise the non-availability of a product.

The 1958 assignment was tougher. It called on advertising for a high degree of flexibility, for something like a reversal of established psychological procedures. And I think it is safe to say that to a certain degree the future of advertising will be determined by the way this crisis was met.

I do not mean that advertising will vanish from the face of the earth if the selling campaign fails—any more than motor cars will vanish. I mean that the confidence of the advertising men themselves will be shaken if they fail, even though they will not be primarily at fault.

It is my policy in writing these critical, basically outsider, pieces to remain resolutely ignorant of who is handling what account. But I am not ignorant of the simple facts of life and I know that even

after an agency has sifted through a dozen ideas and fixed on one or two as the best bets, the whole concept of a campaign has to be approved eventually by the people who are going to pay for it.

On the other hand, I assume that agency people are called in by the manufacturers to advise them on such non-essential matters as the model-names of their cars. It is hard to believe, but I must believe, that an advertising man was in any degree responsible—in a year like 1958—for giving three utterly foreign names—Le Sabre, Invicta and Electra—to the Buick line—even if it is the same man who composed the solid selling phrases: "Your eyes, your heart, your good sense tell you it's THE car . . ."

But if we want to see the true contours of the challenge 1958 brought to advertising, we have to set aside all division of responsibility and ask what the ad business could have done in optimum conditions—given the job to sell cars which fundamentally resembled those of the previous year and particularly in those elements of trim, color, and size against which the public had presumably turned. There were several choices:

**1. Brazen is out. Pretend it never happened. Make a virtue of necessity and advertise the longest car with the most dazzling trim ever made.**



This is, of course, nonsense. But at least you wouldn't be asking customers to figure out what you mean when you promise them "Cars that can do what they look like they can do" which isn't helped much by adding "and they look like they

**Plymouth:** the Plymouth ad with

background of the layout a bright red convertible, apparently with one useful seat, that looked 75 feet long.) The text concerning the wide-track wheels was terse, comprehensible, and persuasive.



Cadillac. Genuine awe-struck rose. "Dazzling in their beauty, enchanting in their grace and elegance, and inspiring in their Fleetwood luxury and decor—they introduce a new realm of motoring majesty." Also "they provide a totally new sense of mastery over time and distance." Some of these phrases must be new combinations of words. The total double-page is exactly like Cadillac ads of the past and I should guess that this is intentional.

ward is the greatness built into this Dodge. It's deep down, through and through, and thoroughly satisfying."

Since the engine and fingertip control of driving and the suspension system have all been mentioned, plus the other details, the greatness built in for a final reward must be a high-level abstraction. But it sounds good.

**Rambler.** The remarkable thing is how quietly this car merely hints

not, the emphasis given to "proportion" makes it virtually a new concept. It is so emphatic that "long glittering accents of chrome" doesn't bring up any offensive image. The one little doubt that gnaws away is in the implication that the Gold Medal was awarded for the models not yet unveiled at the time the ad was published. The replica of the medal has the year 1959 on it so somehow this must have happened.

With that out of the way, the Ford ad seems to have solved the manufacturer's problem in a subtle combination of all the best possible ways and while I still refuse to find out what agency prepared it, the editor of this magazine has my permission to put the name in as recipient of my own special award for valorous intelligence in a desperate emergency. (The agency is J. Walter Thompson—Ed.) There were some others, but they didn't differ significantly from those described above.

Clearly, one thing stands out: there has been no sensationally new approach. Could anyone believe that no new approach was necessary? That would imply a low opinion of the intelligence of the entire advertising business which I, who only quarrel with its taste and its techniques, do not share. It must be then that *in the circumstances* no new approach could be worked out. Perhaps there wasn't time enough. Perhaps there was time enough but not time enough to come to an agreement. I would like to see the suggestions that were thrown away.

I don't believe that the molds and discs and castings of the energetic brains of Madison Avenue are as rigid as those of Detroit have to be, I don't think a year of shutdown for retooling is necessary.

On the other hand, I discover no sign of real imagination and inventiveness in handling the first great crisis post-war advertising has had to face. Perhaps, on second thought, the crisis is only just beginning, the crisis of self-confidence in which (to use their own language) the boys will have to take a long hard look at what they have and have not been able to accomplish under fire. ♦



*the recipient for my own special award for valorous intelligence in a desperate emergency*

**Oldsmobile.** The "start of a new styling cycle" because this "the car that conquers 'inner' space" with wonderful new spaciousness . . . everywhere . . . Even your outlook is bigger . . . broader . . . from vistas of glass that accent a rakish 'linear look'".

Not one word about your having more room in the car except the "spaciousness"—no details. Nor, except for that "linear look" and one word about a wrap-around rear window, is there any indication of what the new styling cycle is or is going to be.

**Dodge.** Swivel seats featured in the picture. Way down in the copy, like an afterthought if not an apology, a line about "clean beauty of 1959 Swept-Wing styling." The rest straight information with a few adjectives. "Outside mirrors adjust from inside. Inside mirrors adjust themselves electronically to banish glare." Ending in mysticism. All this is great. But the final re-

at what's been bothering all the others. In a three-quarter page ad, only an inconspicuous "comic strip" alludes to the high fuel consumption, the discomfort of parking a big bulky car or getting "longer, wider '59 cars" into your garage. The bulk of the page sells "big car room, small car economy" mentioning some special features.

**Chevrolet.** On one of the first Pat Boone shows, a filmed commercial in which he was joined by Dinah Shore: they sang about the Chevrolet and showed us a flash of it, kidding subliminally, then showed it again. The tease technique, as with Pontiac and Plymouth.

**Ford.** I should call this the best of all the ads so far, at least from what I saw of the first batch: two-thirds of the page was a beautiful layout of the words, "The World's Most Beautifully Proportioned Cars"; after that, a brief text.

Whether the words are new or





Arnel flies to the sun  
in the easiest fashion

Most of the time, when you fly, you fly in comfort. But when you fly in Arnel, you fly in style. Arnel is the easiest fashion. It's the easiest way to look good. It's the easiest way to feel good. It's the easiest way to fly. Arnel is the easiest fashion. It's the easiest way to look good. It's the easiest way to feel good. It's the easiest way to fly.

Arnel...a *Celanese* contemporary fiber

## Zefran<sup>®</sup> is here!

and it gives you the best of Vietnam



this  
year  
you'll  
have  
lots of  
legs

CHEMISTRAND NYLON

## EASTMAN TEES OFF WITH KODEL

THE CHAMPION OF ALL STAY-FRESH FIBERS

The beautiful and popular Kodel... is a new addition to the family of synthetic fibers. It's a fiber that's been specially designed to resist wrinkling, creasing, and staining. It's a fiber that's been specially designed to stay fresh and clean. It's a fiber that's been specially designed to look good. It's a fiber that's been specially designed to feel good. It's a fiber that's been specially designed to fly. Kodel is the champion of all stay-fresh fibers.

## DYNEL

TREMENDOUS PRODUCT INTEREST

PROVEN PERFORMANCE FEAT. JPS

ESTABLISHED PROFIT RECORDS

Dynel is the only fiber that's been specially designed to resist wrinkling, creasing, and staining. It's a fiber that's been specially designed to stay fresh and clean. It's a fiber that's been specially designed to look good. It's a fiber that's been specially designed to feel good. It's a fiber that's been specially designed to fly. Dynel is the champion of all stay-fresh fibers.

WOMAN, A STEADY HANDMAN... NOTE YOUR NEW LOOK AND NEW LOOK... SUCCESS

## DACRON

with WOLFRID

DU PONT

Jofa's design taken from a carved Brazilian frame

NEW WORLD

CH BRAS

Calsper...a *Celanese* contemporary fiber

## magnificent arrival: Silkt

blends the splendor of silk with nylon's carefree

CHEMISTRAND N



The number of major advertisers seeking synthetic fiber sales has nearly doubled since last year. Ad budgets are up 20% and may double in the next decade. The key question facing all comers:

## *Which ad strategy will win the fiber fight?*

**Y**ou can expect a battle royal in the man-made fiber industry soon as advertising expenditures reach unprecedented proportions this year and three big producers—American Cyanamid, Dow Chemical and Eastman Chemical—launch their first really significant ad campaigns.

Total industry advertising outlay has already hit about \$20,000,000, an estimated 20% gain over last year, and there's a good chance this figure could double within the next decade.

Of the 40 U. S. man-made fiber producers, eight—American Cyanamid, American Viscose, Celanese, Chemstrand, Dow Chemical, du Pont, Eastman Chemical and Union Carbide—are blue-chip advertisers whose past performance in other product areas demonstrates their willingness and ability to gamble hefty ad sums on *potential* consumer markets. Right now they are judiciously scrutinizing two important developments.

- An expected boom in apparel sales during the sixties as households with teenagers—a traditionally clothes conscious group—rise by, from 8,000,000 today to 12,000,000 in 1965.

- Changes in the distribution pattern, with soft goods continually copping more and more space in supermarkets and variety stores.

Meantime, competition booms as companies enter the miracle fiber race for the first time and old producers add new fibers to their lines.

This fall American Cyanamid introduced Creslan and American Enka announced plans to produce nylon scheduled to appear on the market next spring.

Beaunit Mills has started producing a new wonder fiber tentatively called P-23, and Celanese, working in conjunction with the Imperial Chemical Industry of Britain, will launch Tetron in 1961.

Dow Chemical now has Zefren and du Pont is working on three new fibers: one designed for heavy industrial uses, another (Fiber K) with elastic properties suitable for women's foundation garments, and the third, a long filament nylon for shed-proof carpets. Eastman Chemical launched Kodel this September and B. F. Goodrich has a wool substitute in the works.

With markets expanding, distribution changing and competition on the rise, fiber manufacturers apparently are becoming more concerned with the problem of consumer confusion and the consequent need for an effective means of demonstrating the specific "miracle" features of their various fibers.

The result is a still embryonic but potentially wide spread move into mass audience broadcast media, a trend which showed its face

this fall when du Pont's fiber division went beyond its staunch allegiance to magazines by buying into four big TV shows (Jack Paar, Steve Allen, Today, Douglas Edwards newscasts), a top selling radio program (Arthur Godfrey) and Chemstrand significantly strengthened last year's weak schedule by signing up with ace salesman Perry Como.

The man-made fiber industry's stepped up advertising gives natural fibers (particularly wool and cotton) and the older synthetics (rayon and acetate) some understandably restless moments.

In 1957, 45% of all man-made fibers produced went into apparel, 25% into industrials, 20% to home-furnishings and 10% to automotive supplies. The result: a 14% decline in wool consumption, 7% in cotton and 2% in consumption of rayon and acetate.

Last year the four major textile consuming categories (men's and boys' wear, women's wear, home-furnishings and industrials) used man-made fibers in 30% of their output. Five years ago it was 25%.\*

Man-mades may get an even bigger

\*Man-mades may be just what the apparel industry needs. Although clothing and accessory sales have risen from \$15 billion in 1946 to \$18 billion last year, relative share of the dollar has nosedived to the extent that apparel now commands only 6% of disposable personal income compared to 9.5% in 1946.





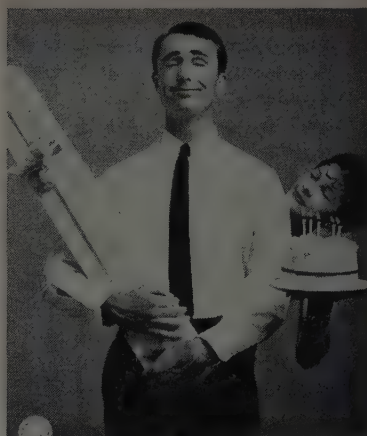
Blankets with  
a Rosy Future...  
Pure Wool

Not a word about the future.  
It's all here in the present.

NORTH STAR  
BLANKETS

nothing measures up to  
Wool.

cotton  
grows better every day



### Can the natural fibers keep a competitive position?

ger edge now that most of them are competitively priced with natural fibers: rayon and cotton tie for the lowest-cost position followed by three man-made categories — nylon, polyesters (coal tar derivatives, e.g. Dacron) and acrylics (natural gas derivatives, e.g. Orlon) in second place. In the highest price position are two natural fibers, wool and silk.

Meantime, the man-made fiber producers are keeping several steps ahead. CHEMICAL WEEK predicts that production will jump from 1957's record 1.8 billion to 4 billion by 1975, when it's believed that man-mades will account for at least 50% of all textile consumption. Cotton is expected to hold its present 4.3 billion pound production level, with wool having a really hard time and slipping to less than 500 million pounds within the next 17 years.

Man-made fibers' current advertising splurge is out to snare the consumer by degrees: by first glamorizing all apparel and home furnishings, by then making man-mades more appealing than natural fibers, and finally by making the consumer conscious of individual company fibers and trade names.

Such education apparently is long overdue. Institute for Motivational Research president Ernest Dichter finds that most consumers "show almost no knowledge of the value, the grade and the quality of the fabrics" in their clothing.

In the case of man-mades, re-

ports Dichter, knowledge is "puzzlingly vague" and as far as fabric brands are concerned, the consumer exhibits a "real vacuum." Dichter thinks fiber producers can clear the air with more informative and descriptive advertising and advocates, for examples, plugging "the friendliness of cotton, the rugged outdoor qualities which wool possesses, the excitement of silk, the modern care-free attributes of the synthetics."

Whether or not fiber producers are paying for Dichter's advice or heeding it to the letter, most at least are making a strong drive to crack the market. Here, briefly, are what some of the major companies have up their sleeves.

Du Pont, easily the industry leader, does about one-third of its total \$2 billion annual volume in textiles and accounts for two-thirds of all nylon produced, 60% of the acrylics and almost all the polyesters.

This year du Pont is betting approximately \$6,000,000 of its estimated total \$25,000,000 ad budget (half in measured media) on textile advertising and promotion (via BBDO).

Du Pont, the nation's 14th largest magazine advertiser with a proved record of favoritism toward print media, made news this fall when its fibers invaded network TV for the first time. The reason, says textile admanager E. F. Altmaier, is that TV is now the only "logical avenue for expansion." Sponsorship of three TV shows (NBC-TV's Steve Allen, Jack Paar

and Today) and CBS's Arthur Godfrey radio show began this fall, with CBS-TV's Douglas Edwards newscast scheduled to begin in January.

Du Pont's plunge into TV and radio does not mean a cut in print advertising. To the contrary, says textile admanager Altmaier, "broadcast media will be accompanied by increased space advertising in consumer and business publications

This year all of du Pont's fiber advertising is designed to accomplish three main things: promote the recently-introduced wash-and-wear mid-weight men's suits which du Pont hopes will open up new markets during the usually slack between-seasons selling period; snare the children's market by featuring small sized clothing in much of its advertising, a move which has some industry insiders saying that du Pont is launching a long-range program to inoculate future consumers with life-time man-made fiber habits; reinforce the company's holding on the women's apparel and home-furnishings markets.

Like most big fiber producers, du Pont follows through on the retail level by sending representatives across the country to lecture and acquaint store personnel with the nuances of wash-and-wear.

It also stages store fashion and home furnishings shows to demonstrate end-products in use and periodically surveys consumers on their attitudes toward wash-and-wear, a project undoubtedly partly motivated by recent public disgust spawned by manufacturers who



have brought out inferior wash-and-wear garments.

Chemstrand, the six year old hybrid organized by American Viscose and Monsanto Chemical, and probably du Pont's most formidable rival, has earmarked approximately \$1,800,000 for textile advertising and promotion (via Doyle Dane Bernbach) with special emphasis on three end-products — carpets, blankets and lingerie.

Last year Chemstrand dabbled in network TV with NBC's poorly received Sally show and CBS's the Big Payoff. The decision to buy into the popular Perry Como show, says admanager Bernard F. Bertland, is based on Chemstrand's need for a "loyal home showcase for demonstrating home products and apparel." Although the company ditched Sally, it is sticking with the Big Payoff in some markets to promote children's apparel.) In addition, Chemstrand is using Como (who's plugging carpets during the fall months, blankets and lingerie toward Christmas) to sell on the retail level by supplying stores with tie-in streamers and elaborate three-panel display signs.

As the synthetic carpet market grows (the American Carpet Institute reports that during 1956 and 1957 man-made fibers increased their share of the market from 32.8% to 40%), so grows Chemstrand and its Acrilan fiber.

According to marketing vice-president William G. Luttge, when the company signed its first contracts with carpet makers Cabin Crafts and Firth in 1956, Acrilan was not a factor in the carpet field.

"Within two years", Luttge says, "Acrilan has risen to a position where it should account for better than 5% of the total fibers used," and today, he adds, Chemstrand "has practically every major carpeting mill in the country as its customer."

Insisting on rigid adherence to quality standards, Chemstrand forbids tie-in advertising and promotion by end-product users who do not meet minimum fiber requirements.

It sometimes takes rather drastic action to enforce these rules: last month, for example, Chemstrand withdrew its retail representatives and display units from Stern's

## Who'll Be The Big Wheels?

Of the numerous prize plums currently adrift in the synthetic fiber industry, perhaps the juiciest is the \$275 million tire cord market. Rayon, the defending champ, though still used in 98% of all original-equipment tires, is losing ground steadily with share of the total market slipping from 80% in 1952 to 74% today.

Nylon, the contender, is making impressive inroads, now accounts for about 50% of passenger car tire replacements, almost all airplane, truck, bus and tractor replacements and has upped its share of the total market from an insignificant 3% in 1952 to 25% this year. (Cotton has only 1% of the market now compared to 17% six years ago.)

**Advertising may turn out to be the referee.** In a major recuperative move, this September five big rayon producers — American Enka, American Viscose, Beaunit Mills, Courtaulds (Canada) and Industrial Rayon formed the American Tyrex Corp. and kicked in a cool \$2,000,000 to advertise Tyrex, a new high tenacity rayon yarn, with a strong schedule in FARM JOURNAL, LIFE, LOOK, SATEVEPOST, TIME, several business publications and newspapers in 20 metropolitan markets. Backstopping the print campaign are tie-in promotions with a number of influential tire companies, e.g. Firestone.

Sametime, Chemstrand and du Pont, armed with ample ad budgets of their own and actually playing both ends against the middle (Chemstrand is half owned by rayon producer American Viscose, du Pont itself does substantial volume in rayon tire cords) are taking the offensive. This season Chemstrand will plug nylon for use in tires on the Perry Como show. Du Pont has tentatively scheduled a similar push via TV and print, will undoubtedly move rapidly as soon as the heat's on.

(New York) on the grounds that some of the department store's Acrilan carpets did not conform with requirements established by the "quality standards trade mark licensing program" which the company instituted earlier this year.

**Paralleling du Pont and Chemstrand's buys into broadcast media is the emergence of Eastman Chemical (division of Eastman Kodak), American Cyanamid and Dow Chemical as important print advertisers.**

Eastman, which has had Estron and Chromspun acetates and Verel, an acrylic, for some time, put its new synthetic fiber, Kodel (a polyester similar to du Pont's Dacron), into production this September, plans to take a healthy whack at the consumer market in the spring with an \$1,000,000 ad budget (in the hands of Doherty, Clifford, Steers & Shenfield).

Trade promotion, already underway, kicked off with early word to textile converters and garment manufacturers of Kodel's impending availability, followed by a 17-page bombardment in the DAILY NEWS RECORD, 13 pages in WOMEN'S WEAR DAILY and two pages in THE NEW YORK TIMES — all laying the

groundwork for the fiber's spring debut in consumer media.

According to textile admanager Bruce F. Roberts, advertising for Kodel (now a fiber for apparel, but with some slight technical alterations a future possibility for home-furnishings fabrics) will tug at the consumer's sporty instincts by using golf as a theme.

For the first five months of 1959 ads in men's and women's fashion magazines, SPORTS ILLUSTRATED and NEWSWEEK will have leading golf pros modeling clothing made of Kodel, climaxed by Eastman's television sponsorship of the U.S. Open Golf Tournament on June 13, one week before Father's day. Also on Kodel's spring schedule: ads in local newspapers (156,730 national lines) and 200 one-minute TV spots — limited to 25 markets until retailers have an adequate supply of Kodel-made apparel in stock.

**Compared to Eastman's high-powered first-year promotion, American Cyanamid's plans for Creslon (an acrylic and its first synthetic), are noticeably conservative.** According to fiber division admanager Charles W. Rice, Creslon production is proceeding slowly in the company's Pensacola



(Fla.) plant, will be stepped up only if and when sales warrant it.

In addition, American Cyanamid is further limiting itself by confining end-use production to manufacturers whom it regards as pace-setters in the fashion industry. Once the image of quality has been established, says Rice, then a mass market becomes more feasible.

Meantime, admanager Rice, working with a modest budget (via Ben Sackheim) and the credo that American Cyanamid "is not going to buy its way into the market," will introduce Creslan to the trade in THE DAILY NEWS RECORD and WOMEN'S WEAR DAILY within the next three months. In the spring when Creslan made apparel is expected to be available ads will appear in major woman's and men's fashion magazines plus local newspapers.

Dow Chemical, another newcomer to the man-made fiber field, recently launched Zefran, an acrylic, with a first-year ad budget of \$500,000 (via Norman, Craig & Kummel), a headline theme, "First Edition Fashions," and a strong media schedule which includes six business publications, HARPER'S BAZAAR, MADEMOISELLE, VOGUE and THE NEW YORK TIMES Sunday Magazine.

Although Zefran is not expected to achieve full market potential until September, 1959, Dow has already started a retail push by selecting a substantial number of department stores and specialty shops around the country to promote women's, men's and small boy's Zefran-made apparel.

Union Carbide and Celanese, on the other hand, are sticking pretty much with their well-established synthetics and previous ad strategies. Union Carbide will continue to advertise eight-year-old Dynel exclusively in business publications and, to a very limited extent, in women's magazines.

According to textile fibers department admanager Robert K. Kennedy, the company does not plan a big advertising splash for the time being, will go along producing and promoting Dynel modestly. Special attention, however, is being paid to the exploration of new markets.

Celanese, long the bulwark of

old-timers rayon and acetate (which it produces under nine separate trade names) recently announced plans to bring out Dacron-like Teron by 1961 in conjunction with Britain's Imperial Chemical Industry in what some experts consider a defense move against the onslaught of the acrylics and polyesterers.

This year, though, Celanese will give its rayons and acetates approximately \$1,500,000 worth of advertising (via Ellington Agency), with the bulk of the billing going into print media and some spot TV. Apparel ads built on the "Who is She?" theme and aimed at suburban or psychologically suburban women have already broken in the fashion books, pattern magazines and Sunday supplements. A campaign plugging Celanese fibers into the "New World of Ideas" covers the homefurnishing market.

Celanese's target promotion for early 1959—"It's Arnel Time", already announced to the trade, will be followed up next month when retail representatives start calling on department stores in preparation for the consumer ad campaign scheduled for next spring.

What's more, working fairly far ahead, Celanese has launched its fall, 1959 pitch—"The American Idea"—by sending scouts across continental U. S. and Alaska to gather ideas and take photographs for promotional backdrops.

While man-made fiber producers wallow in their success, the wool and cotton industries are trying desperately to keep their heads above water. As a start, the National Cotton Council and the Wool Bureau, working primarily in behalf of natural fiber growers who cannot afford big-time promotion on their own, have launched trade and consumer programs.

The Cotton Council is spending approximately \$1,000,000 (via Douglas D. Simon) to plug cotton's versatility and low price with ads featuring "influential" apparel designers scheduled for business-textile publications, women's and fashion books.

Sametime, and perhaps ultimately more important, the Council is underwriting a research program which so far has come up with a method of giving cotton special

wash and wear properties.

The Wool Bureau, with \$900,000 in the hands of J. Walter Thompson, is hanging on to its four-year-old "Nothing Measures Up to Wool" promotion and will have ads appearing regularly in the business press, HARPER'S BAZAAR, MADEMOISELLE, SATEVEPOST, SEVENTEEN and the women's service magazine.

In addition, the Bureau has taken a limited schedule in AUTOMOTIVE NEWS to push wool car upholstery and is rumored to be considering a big wool carpet campaign.

While the man-made and natural fibers fight it out, the washing machine industry is starting to have a field day. According to the American Home Laundry Manufacturers Assn., almost all manufacturers have added special gadgets to their machines so they can accommodate wash and wear garments.

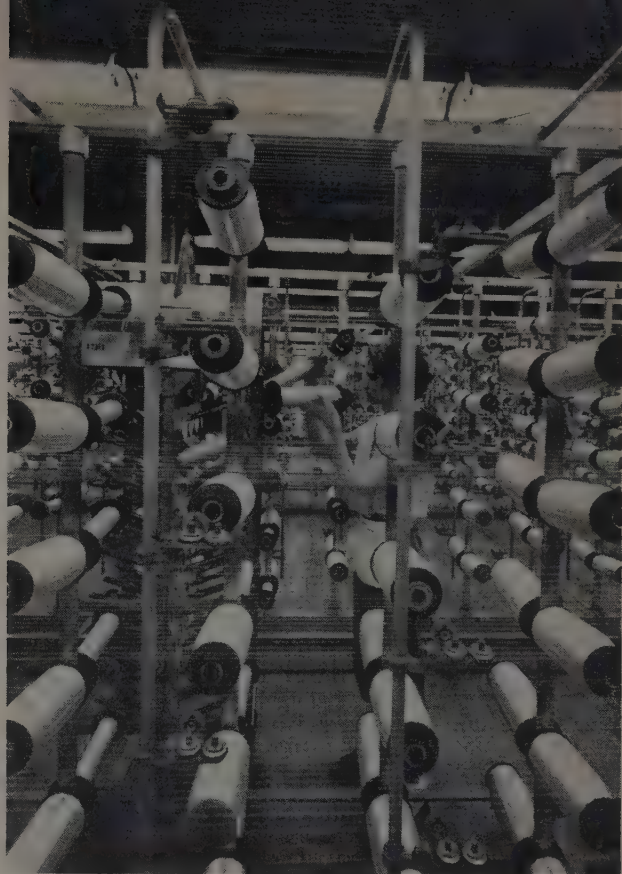
Some washing machine companies are working hand in hand with the fiber producers and end-product users to the mutual promotional benefit of all. Philco, for instance, tests apparel from about 60 synthetic-using manufacturers, presents a certificate of laundering ability to those that meet certain standards. Puritan (men's sports wear maker and happy recipient of a certificate) plans to feature the Philco-Bendix Duomatic combination washer-dryer prominently next spring in ads scheduled for CORONET, GOOD HOUSEKEEPING, THE NEW YORK TIMES magazine, SPORTS ILLUSTRATED and a number of business publications.

Yet until producers prove the "miracle" properties of their man-made fibers, to the doubting public they will have somewhat of a problem on their hands. Some insiders maintain that consumer disenchantment is far more widespread than the fiber industry cares to admit.

Sears, Roebuck textile expert Genevieve Smith reports the reaction of a Sear's customer which perhaps sums up general consumer reaction. Says this disillusioned shopper: "When I get out the ironing board, heat up the iron and move it back and forth that's ironing. . . whatever you say about 'touching up.'" Such distrust occurs when some wash-and-wear items require more than the advertised "quick pressing".



What challenge does a growth industry present to industrial advertising? That's the question posed by the fabulous synthetic fiber field (see p. 34). In its continuing study of the impact of industrial ads, TIDE interviews production managers of the Celanese Corp. of America to find out . . .



## What Sells Celanese

The synthetic textile field poses an intriguing challenge for the industrial advertiser. Annual man-made fiber production has doubled in 10 years, requiring a multi-billion dollar outlay for new plants, new equipment and new devices to speed the work.

Such growth puts added stress on industrial advertising to attract the executives who make the buys. Exploring the impact of industrial advertising on a growth industry, TIDE interviewed seven executives who manage domestic textile production for the Celanese Corp. of America, the nation's largest maker of rayon, acetate and triacetate fiber and yarn.

Questioned were David Taylor, manager of all manufacturing in the celanese textile fiber division, and plant managers H. K. Busch, Celco Plant, Narrows (Va.); F. B. Cameron, Lanese Plant, Burlington (N.C.); J. F. Caylor, Rome Plant, Rome (Ga.); William E. Crooks, Mcelle Plant, Cumberland (Md.); Frank I. Fitzgerald, Celriver Plant, Rock Hill (S.C.), and Joseph Mitch-

ell, Bridgewater Plant, Bridgewater (Va.).

In sum, these Celanese executives look to industrial advertising to learn what is new. In Celanese's case, the need for new equipment and supplies grows greater by the day. The corporation's first half sales jumped to \$103,800,000 this year, up from the \$95,300,000 mark of the first six months of 1957. Fibers account for about two-thirds of the sales. Acetate shipments for this year's first eight months paced last year's level by better than 12%.

The growth for Celanese should be even faster in the next few years. The firm has signed an agreement with Imperial Chemical Industries, a British concern, to form a new subsidiary to produce Teron, a polyester fiber, now made exclusively by du Pont under the Dacron name.

The improved position for the cellulose acetates and the new entry into the polyesters makes Celanese managers a prime market for industrial advertising and a valuable source for comment about ads directed at their field.

Their comments reflect their reliance on industrial advertising but more than half question the methods some advertisers use to get the message across.

All of the managers read industrial ads. Taylor, for example, spends about one hour a day examining advertisements in industrial publications. Busch spends one half hour; Fitzgerald two.

They may put it differently but, in their reading, they all seek the same thing, as Mitchell phrased it, "to keep abreast of new developments."

To some, however, the advertisements fall short of their goal. Busch, for one, says the technical information in the industrial ads is "usually skimpy." Cameron says he is looking for "supply and machinery information" but he is able to glean "only general ideas."

"The technical information for particular needs," comments Mitchell, is not in the ads but is best obtained "by direct contact with manufacturers."

Taylor, too, complains that technical information is "not always"



## WHEN CELANESE TEXTILE PLANT MANAGERS READ INDUSTRIAL ADS

### How They Follow Up

- Six refer to purchasing department
- Six refer to engineering department
- Five refer to other executives
- Five refer to research and development
- Three fill out reader service cards
- Three refer ad to maintenance department
- Three clip ad
- Three discuss in conference
- Two request complete technical data
- Two ask salesman to call
- Two ask application data
- Two request sample
- Two request demonstration
- Two check claims
- Two write for additional information
- Two file ad for future reference
- Two order trial quantity
- One refers to designers
- One requests manufacturers catalogue
- One gets product application studies
- One calls up a local distributor
- One verifies reports of use
- One verifies guarantees
- One checks price comparisons
- One contacts advertiser's engineers
- One digests data for file
- One refers to immediate associates

### What They Have Bought Through Ads

- Warner electric brakes for beaming mill
- Surface grinder for machine shops
- Emergency lighting system
- Votator chemical mixer
- Sequestant chemicals
- In-line mixer
- Steam traps
- Flexible steam connectors
- Pneumatic steel strapper
- Packaging material
- Drafting equipment
- Continuous chemical mixer
- Fluid drive for high speed and controlled torque

### How Industrial Ads Have Improved Their Plants

- Aided equipment selection for six
- Improved production equipment for four
- Reduced maintenance costs for four
- Improved safety for three
- Improved packaging for three
- Mechanized materials handling for three
- Aided research for two
- Obtained alternative materials for two
- Obtained technical services for two
- Located new suppliers for one
- Reduced production costs for one
- Increased production for one
- Introduced new chemicals for one
- Simplified manufacturing for one
- Improved quality of product for one

up to his needs but, he adds, "if interest exists they can be followed up."

Caylor, Crooks and Fitzgerald, on the other hand, generally are satisfied with the information the ads present. "Usually enough to inspire engineering," comments Crooks, who says that advertisements in "the chemical and factory management fields are generally quite good."

Fitzgerald thinks that the advertisements supply "usually enough data to guide action, if any." Caylor ballots a flat vote of confidence for the industrial ads.

The Celanese managers who find faults have some positive suggestions for overcoming them. Cameron wants "more specific technical data." Taylor would like to see "more detail."

Busch wants advertisements standardized so they could be filed for ready reference. He suggests the technical data be placed in a 3 x 5 or 4 x 6 in. panel which could easily be clipped. Included in the panel, he stresses, should be the technical data he often fails to find: "cost and detailed specs."

Mitchell, too, wants more information, particularly the "end uses of a product." Even Crooks, who says he is satisfied, wants some inkling on the "order of magnitude price."

But, whether he is satisfied or not, every manager makes use of the industrial advertisements and almost every one can point to some specific equipment the ads have induced him to buy.

All but Fitzgerald say the ads "aided equipment selection." Fitzgerald, however, abstained from answering any questions on use because he has charged "others in the plant to do these things."

Busch, Cameron and Mitchell say ads helped to improve production equipment and reduce maintenance cost. Caylor also cites a reduction in maintenance costs. Taylor concurs ads helped to improve the production tools.

Mitchell, for example, says an ad led him to investigate and buy electric clutch brakes from the Warner Electric Brake & Clutch Co.

An ad led Taylor to introduce fluid drive for high speed and controlled torque.

Busch bought an in-line mixer after reading an ad.

Crooks said "quite a number of pieces of equipment or materials were tried out" as a result of reading industrial advertisements.

An advertisement helped Caylor "reduce costs" through the selection of a covering for a plant floor.

The route the ad takes from first reading to an eventual buy depends, it would seem, more on the personality of the manager than on any preconceived scheme. Some make the reading and sharing of advertisements a part of the plant routine. Others read and use what ads interest them and expect subordinates to do the same.

Cameron reads advertisements regularly and encourages his men to do the same. Every week, he says, he passes what he has learned down to his executives.

Fitzgerald, on the other hand, refers advertisements only "infrequently." He expects his subordinates to be reading the ads on their own. His men, says Fitzgerald, refer their reading back to him "only when they want to initiate something."

Crooks, for one, does not expect direct reports from his staff on their ad reading. But, he points out, "it shows up in their work."

Mitchell, however, asks subordinates routinely "to evaluate ideas that would pertain to their operation" and Busch passes his ads along "for action and information."

When an ad perks an interest, all seven of the Celanese managers refer the material to specialists within the plant for more information on its use and cost.

The ultimate test of the advertisement is, of course, the sale and the Celanese managers report the ads they read, despite any shortcomings, have a high degree of success.

Perhaps more representative are the estimates of Mitchell and Busch. They say that when an advertisement interests them enough to make them seek additional information, 5% to 10% of the time they will buy, or at least try, the product pushed.



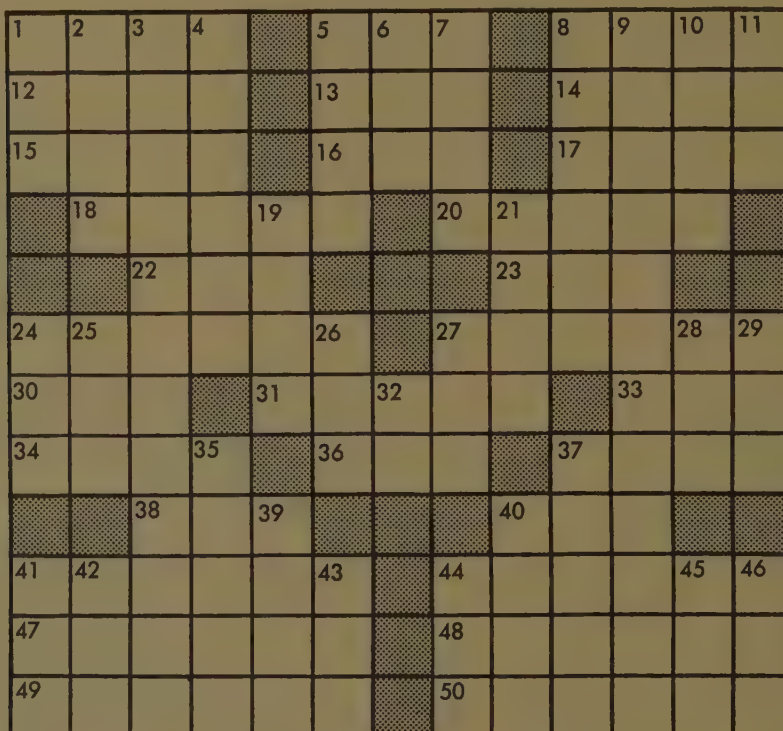




## That Amazing, Ubiquitous Un-Cross Word

When the New York Times crossword puzzle used Togetherness the other day ("24 ACROSS: Advertiser's word"), we realized that this was a milestone in usage. It also stimulated us to do a puzzle around the twelve-letter phenomenon that still is going to town, across and down, as the main trend in American living.

Note: If you really get stumped, send a postcard to Togetherness Newsletter, McCall's, 230 Park Avenue, New York 17, N. Y. We'll send the answer.



### ACROSS

- 1 What a family does three times a day.
- 5 Sleep on this one.
- 8 Competent.
- 12 If it fits, it should be advertised in McCall's.
- 13 With 49 Across, a McCall's tag.
- 14 Clairvoyant.
- 15 Buy one more for a spread.
- 16 What needling wives do.
- 17 Macy's has a red one.
- 18 America's favorite doll character: ----- McCall.
- 20 Great asset of McCall's audience.
- 22 Article.
- 23 Anger.
- 24 Greek goddess of wisdom.
- 27 Most retailers have these.
- 30 Partner in a ram's Togetherness.
- 31 Opera stars.
- 33 Editor Wiese's middle name.
- 34 What the sack hid.

- 36 A woman shops more and more for this.

- 37 Claret, Chianti or Chablis.
- 38 McCall's ---- Paid Circulation: 5,350,000 ABC.
- 40 Sovereign: abbr.
- 41 Aida, Boheme, Carmen.
- 44 Basic unit of Togetherness.
- 47 Wagner's wife.
- 48 Muse of astronomy.
- 49 See 13 Across.
- 50 They're displayed in AGA's McCall ads.

### DOWN

- 1 Especially: abbr.
- 2 Moby Dick's foe.
- 3 What McCall's is the magazine of.
- 4 Boil.
- 5 What McCall's can keep your salesmen.
- 6 Compass point.
- 7 Having beads of water.
- 8 Make confident.

- 9 McCall's-sponsored Congress on -----.
- 10 Wife of Jacob.
- 11 Pull a boner.
- 19 "Please ---- absolutely free."
- 21 Products such as Wesson makes.
- 24 Allied forces in World War I.
- 25 The minimum for Togetherness.
- 26 Goal.
- 27 Food container.
- 28 Knowledge.
- 29 Observe.
- 32 Little Virginia.
- 35 Quality.
- 37 The other half of 36 Across.
- 39 Unexciting, unlike McCall's.
- 40 Mother-in-law of McCall's famous letter-answerer.
- 41 10th month: abbr.
- 42 He wrote a poem about Lenore.
- 43 Unhappy.
- 44 What flies when minks meet.
- 45 Recline.
- 46 Slangy "yesses."



# The



# Woman's Viewpoint

by dorothy diamond

If there's anything that automatically arouses my suspicions and puts me in a won't-buy mood, it's those deadpan voices that telephone housewives during the day and recite a mechanical spiel with the recipient's name inserted at carefully spaced intervals.

My latest experience with this direct-selling method came from a woman representing a fire protection service who told me that "fire counselors" would be circulating in my neighborhood that night and one hoped to call on me. The punchline was a "Don't you agree?" question designed to make me feel that I would be endangering the lives of my loved ones if I turned down the proposed visit.

When I persisted in learning more about the offer, the robot at the other end became highly flustered and turned me over to the boss. Although highly suspicious of a prospect who asked questions, he finally disclosed that his organization sells a fire warning system that is inserted within the walls of a house and costs \$330 and up.

Even though I think telephone selling has a great future, I have nothing but contempt for this particular technique, which unfortunately is becoming increasingly popular. But, whereas I put the telephone robot in the same league as the bait advertiser and sob story magazine salesman, I suppose that for many women the crudely presented self-preservation theme packs a great deal of impact.

## M.R. reaches women's clothes

Whether women are your most

important customers or whether you're just curious as to what makes us tick, I think you'll be intrigued by a report on "Chicago-land Women and Their Clothing" recently released by THE CHICAGO TRIBUNE. Rushing in where few have dared to tread, THE TRIBUNE has sponsored motivational research on the provocative topic of what underlies women's choice of clothes and has come up with findings based upon age, geographic location and economic status.

According to the study, the most important current trend in feminine apparel is the glorification of the "casual look." Although usually associated with the suburbs, actually it is equally cherished by city women. The most sought-after clothes today are simple, unostentatious garments which permit a great deal of physical movement, are not particularly sexy but in fact are often rather childlike, and are just as appropriate for PTA meetings and supermarketing as they are for housework.

The report, which can be obtained in toto from Pierre Martineau, THE TRIBUNE's director of research and marketing, delves into such matters as how a woman's attitude toward domesticity determines what she wears to scrub floors; whether women dress for each other or for men; whether women trust their husbands' taste in clothes (most don't); how clothing expresses personality ("gray marks the organization woman, much as the gray flannel suit symbolizes the organization man"); and how women feel about high fashion (many resent it, but it also

exerts a fatal fascination on them).

The report concludes with specific recommendations for apparel advertising which make excellent sense to me. Among other things, advertisers are advised —

- To show women in everyday settings rather than in unrealistic poses and exotic backgrounds;
- To abandon "dressmaker" terminology in favor of language that means something to the average reader;
- To develop other model types besides the tall, emaciated gal wearing either no expression or a Mona Lisa smile;
- To show models amidst an admiring audience of other women instead of in solitary splendor.

## What the well-dressed housewife wears in ads

Checking up on that staple character, the housewife of magazine advertising, I find that her "working clothes" usually consist of an innocuous tailored dress or blouse-and-skirt that meet the "casual" requirements mentioned above. Wisely, the traditional housedress has been abandoned.

Since THE TRIBUNE study points out that slacks and shorts have great appeal for women, we may be seeing more of them. And, because many respondents revealed that they enjoy the athletic aspect of housework, models should probably adopt less languid poses.

From my informal survey of fashions among the floor-waxing, bed-making set, I came across one thing that surprised me. Evidently many advertisers and their agen-

cies are blissfully unaware of the hike of the hemline. Something is lost when a product that is hailed as up to date is demonstrated by a decidedly out-of-date housewife wearing a skirt that flaps unfashionably around mid-calf.

### Credit extension?

Now that American Express' master credit card has arrived on the scene, I wonder whether it would be profitable for someone to introduce a comprehensive "for women only" credit card with charge-it facilities carefully chosen to feed our egos and trigger our spending. Among other advantages, this might be one way of prying the suburban woman from her favorite roadside shopping haunts back for an occasional shopping expedition downtown.

### Welcome Tidings

Cheers for: LIFE's series of essays on the need for better planning of U.S. homes . . . Owens-Corning Fiberglas' easy to understand and apply booklet on "Choosing the Right Home For Your Family" . . . MADEMOISELLE's December issue, which will provide a welcome relief from holly and tinsel by exploring Japan as a product source, travel objective and fashion inspiration . . . TIME's "Superbia" and Buick's "The Car" (both excellent examples of how it's smart to be thrifty with language) . . . nail polish remover now made in cream form and packed in a tube . . . Yardley spray mist available in aerosol containers . . . Chrysler's swivel seats . . . Minnesota Mining's Scotchgard treatment which enables fabrics to shrug off dirt and stains . . . the New York Telephone Co. advertisement headlined "You Can Write This Ad Better Than We Can" . . . and Smith-Corona offering a touch typing course to portable buyers.

### Life insurance paradox

In some areas of the business world I get a little confused as to who is supposed to be doing the wooing — the company that is peddling a service or the person who is buying it. My horrible example for today is life insurance. Consider

this paradox: companies spend millions on advertising to soften up prospects. Yet, once a quarry has been landed by a salesman, the customer is either wrong or at least under a heavy cloud of suspicion.

Granted that the company needs a physical examination to determine whether a "risk" is safe and that an imitation FBI man has to conduct a highly inquisitive personal interview, I don't think the home office help have to be so high-and-mighty about cleaning up details. This was our recent experience when we bought a policy and it left me ripe for a company with a more ingratiating manner.

Just as some banks waxed prosperous when they began acting friendly rather than grumpy about making loans, so in my opinion will insurance companies gain a competitive advantage when they start treating the customer like a customer — and spreading the word around.

### Wishful thinking

Women tell me they would like to have:

- A hose attachment for a chest-type freezer which will drain the water in an orderly fashion and make defrosting a less messy job. (Learned at lunch from a friend who had spent the morning on her stomach bailing out the miniature swimming pool that had accumulated.)
- Frozen chicken breasts wrapped individually within a large carton so that just one or two can be used for an abbreviated meal.
- More compartments and zippers in those mammoth pocketbooks designed for overnight and overseas travel.
- Gift-wrapped food packs sold by supermarkets. (This would be a convenient place to buy a present and we would welcome a change from the usual moderate-priced offering.)
- Less sugar in frozen lemonade.
- Jellies in come-to-the-table containers that hold a spoon gracefully.
- A good-looking mustard spoon offered as a premium.
- Better patterns, fresh ideas, more solid colors in sheet vinyl and in-laid linoleum.

- Holes pre-punched and bound the ends of typewriter ribbons spare us a grimy job.
- A colored band on dental floss to warn when the end is approaching.

### Glamour scouring powder

A suggestion made in this column a while back (TIME — July 11) that scouring powders be packaged in decorative containers has led to letter and some samples from the White King Soap Co. (Los Angeles). Dorothy S. Huse, director of home economics, informs me that the company, a regional outfit, introduced such a package about a year ago and has had great success with it.

I can easily understand why White King cleansers come wrapped in striped foil in a choice of four colors — pink, blue, yellow and green, which fit in nicely with kitchen and bathroom color schemes. Although the package doesn't use a blatant hue to shriek for attention from the supermarket shelf, a peel-off label calls sufficient attention to its merits. Once the label has been removed, no advertising disfigures the container.

National advertisers might well to copy.

### Slenderella stockings

How to make nylon stockings newsy is a problem that has plagued the hosiery industry for many years. Exploiting famous designers' names and the campaign to get us into pinks and greens have been two ways of enticing from bargain brands.

Now Munsingwear has come up with something much more inspired. In collaboration with Slenderella, it has come out with a shadowed stocking that is supposed to slim a woman's legs in the same way that leg make-up is used by actresses to tone down bulges and play up curves.

Having tried on a shadowed stocking adjacent to a regular stocking, I can report that a slight improvement does result. Munsingwear won't have all of us looking like Marlene Dietrich but I think it will enjoy a gratifying sales crease.





## *Inside Burnett's Beehive*

*Who are the men and women inside one of Chicago's biggest and the nation's 11th largest advertising agency? The people behind the ads for Chrysler, Kellogg, Marlboro and Pillsbury? The photographs here and on the following pages show them at work.*

**A**pples for hospitality in the reception rooms and professional admen in the back rooms are two of the many trademarks of Leo Burnett Co., Inc.

As the pace-setter to a whole new generation of creative admen, Leo Burnett is somewhat of a legend in his own time.

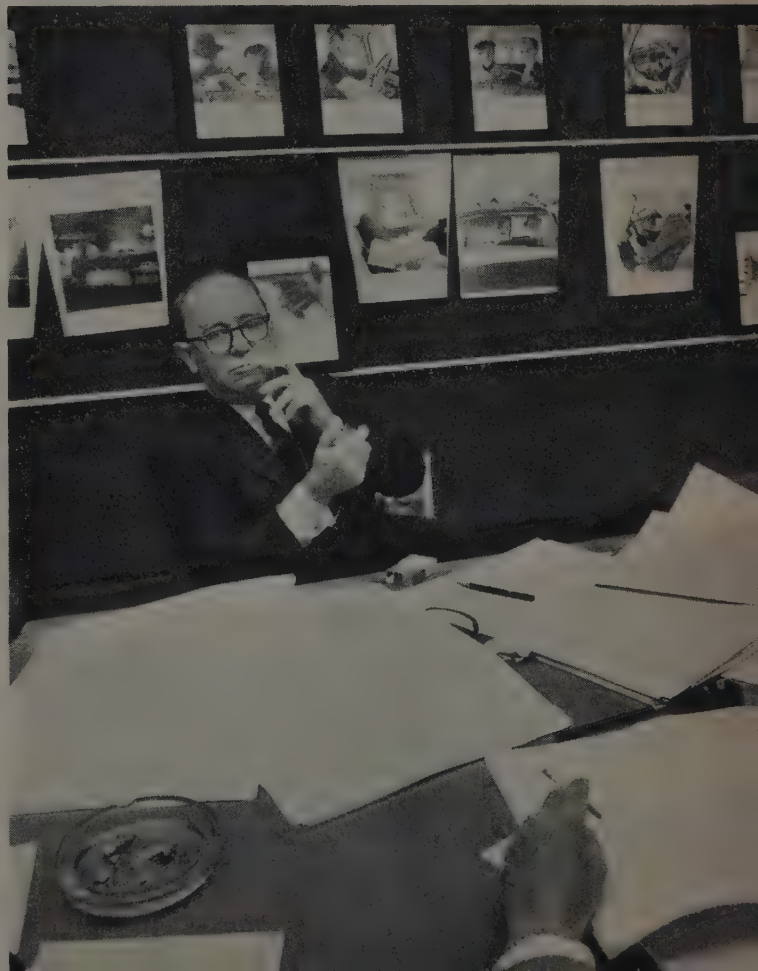
He started his agency in a Chicago hotel room in 1935 and has nurtured it along to a position of healthy respect (and ranking near the "top ten") among his competitors (estimated 1958 billings about \$90,000,000). Hallmark of Burnett advertising is the bold picture, the big type, the terse (but never cute) copy.

But perhaps Burnett's most outstanding asset is the seasoned, professional talent that remains loyal to the agency and its advertising philosophy. Burnett employs 800 people in his five offices: Chicago, Detroit, Hollywood, New York and Toronto.

The 29 clients of Leo Burnett (among them Campbell Soup Co., Kellogg Co., Philip Morris Inc., Pillsbury Co., Procter & Gamble Co.) are able to grin all the way to the bank when Leo says, "We keep our seat on the cracker barrel when we reach for the stars."

Such homely phraseology is deceptive, however. As in the account presentation meeting shown at right, Burnett characterizes the "dynamic tension" that keeps the buzz in the beehive.

Photographs by Erich Hartmann





**CHECKING OUT** a media plan are: media analyst Carl Anderson (left), media department manager Thomas Wright.

**COPY** conferences are often informal. Copy supervisor Vince Vassolo's the focal point of this one.

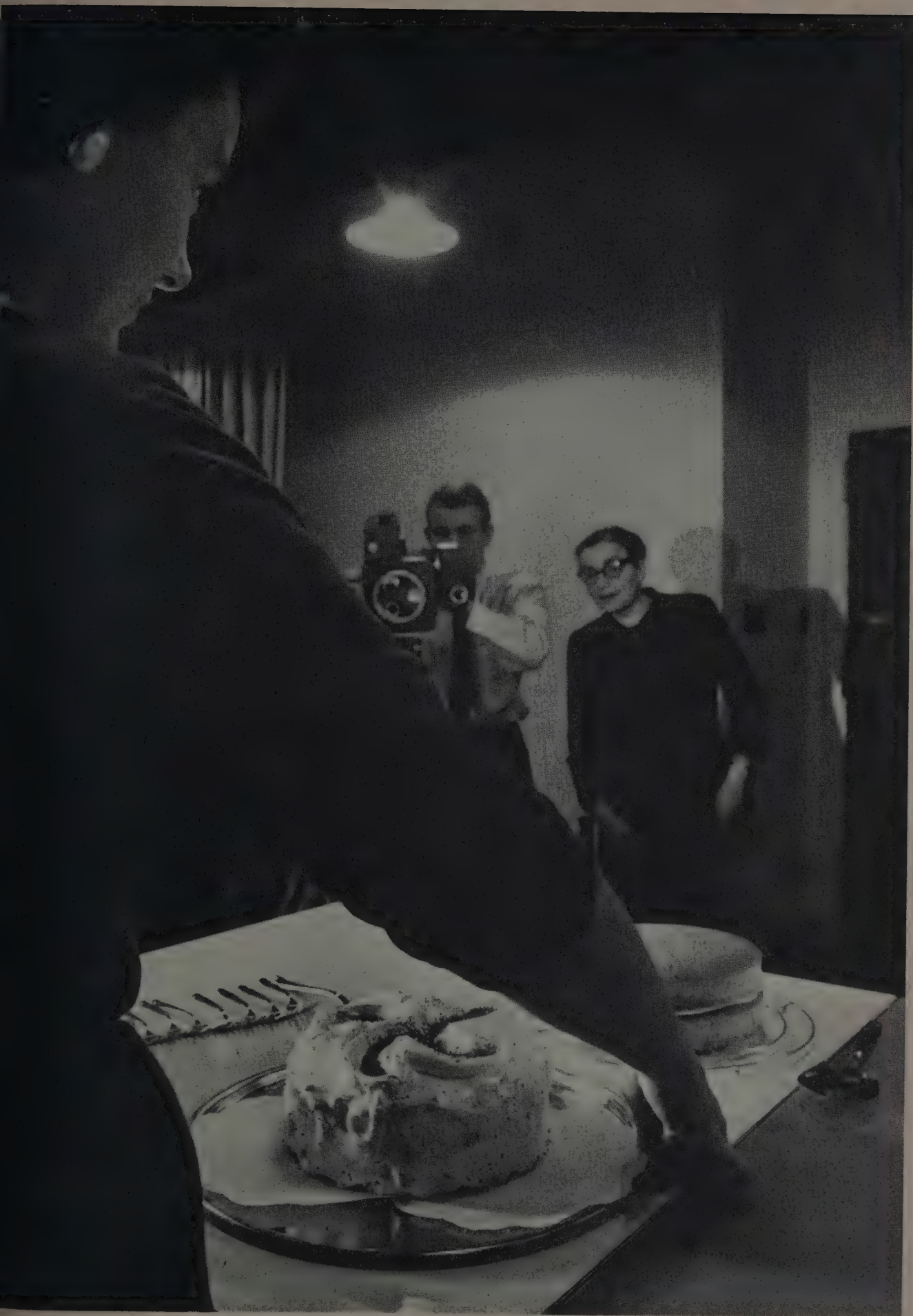


**SCRUTINIZING** a four-color proof is the job here of (left to right) production supervisor Louis Nowlan, art director Don Ruf, production manager Paul Lehman.

**CONFERING** on some storyboard technicalities are: TV writer Geoffrey Martineau, TV copy supervisor Alan Kent, animation consultant Bob Wickersham. (at right) Pillsbury cake is adjusted by home economist Kathy Brown as TV film writers James Dunaway and Verda Marek tensely take a final check.



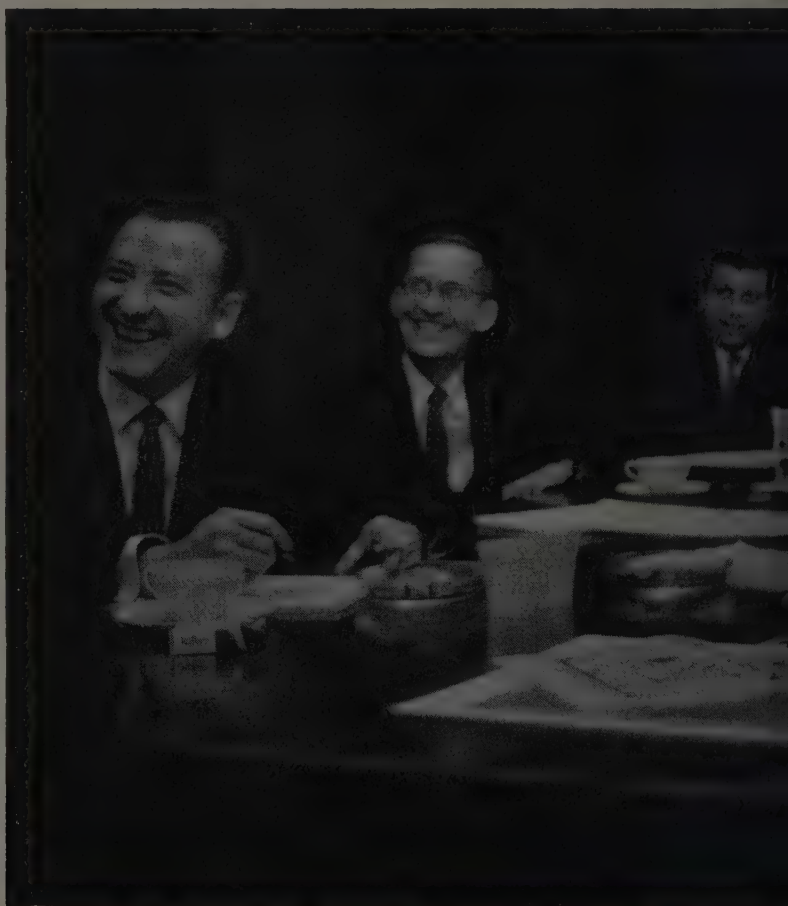




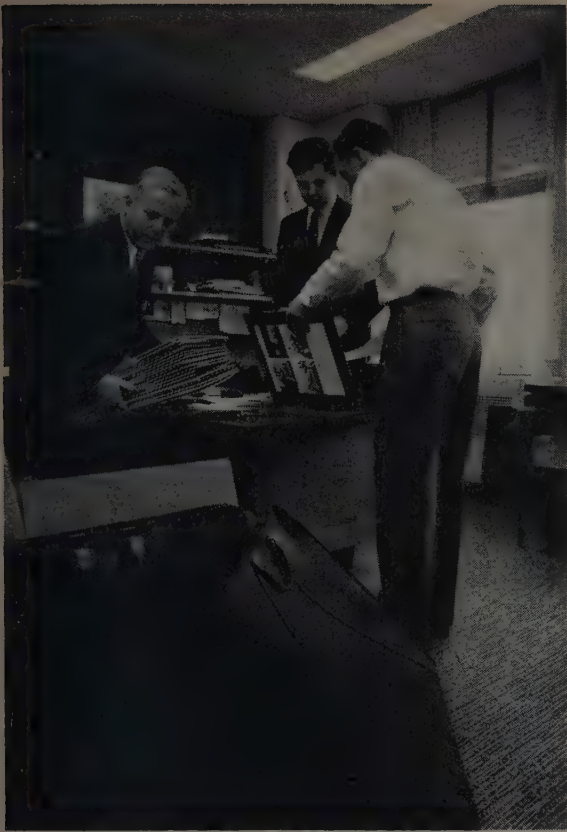


***BREAKING** for coffee at a business conference are (left to right): art vice-president Howard Andersen, creative vice-president Draper Daniels, art group supervisor Norm Houk, account supervisor Ollie Heath, executive vice-president James Weber, president R. N. Heath.*

***"HUCKLEBERRY HOUND,"** a new TV cartoon feature for Kellogg, evokes appreciative chuckles from its creators at an initial screening. (Left to right) programing division vice-president Lee Bland, publicity supervisor Gil McClelland, broadcasting department vice-president William McIlvaine, broadcast division's E. G. Eisenmenger, broadcast supervisor Budd Weeding.*







**"LEO'S BLACK BAG"** is packed by (left to right) account supervisor Strother Cary, associate copy supervisor Dwight Bohmback and service manager Al Kofoed.



**WAITING** for his personal limousine for the trip to Midway Airport, Burnett saunters around Prudential Plaza in a rare moment of inactivity.



# new up-dated Consumer Market Information in November SRDS

# NORTH CAROLINA

## SRDS Consumer Market Data

### STATE, COUNTY, CITY, METROPOLITAN AREA DATA

#### ENTER AREA CODE

This list shows counties in which cities are located. Cities are first, counties next.

Ashville—Rancocas  
Burlington—Alamance  
Charlotte—Mecklenburg  
Durham—Durham

Fayetteville—Cumberland  
Gastonia—Catawba  
Goldensboro—Wayne  
Greensboro—Guilford

Greenville—Pitt  
High Point—Gallatin  
Kannapolis—Catawba  
Kinston—Lenoir

Raleigh—Wake  
Piedmont—Harris  
Salisbury—Rowan  
Spencer—East  
Spencer—Rowan

Statesville—Irwell  
Wilmington—New Hanover  
Wilson—Wilson  
Winston-Salem—Forsyth

Estimate for:	Popu- lation	House- holds	G.S.I. 7/1/57	G.S.I. 7/1/58	Total Retail Sales 7/1/57 to 7/1/58	Retail Sales by Store Type — For the Year 7/1/57 to 7/1/58										Form Popu- lation	Form House- holds	Form 1957
STATE	7/1/57	7/1/58	(1957)	(1958)	(1957)	Food (1957)	Drug (1957)	Alcohol (1957)	Apparel (1957)	Home Furn. (1957)	Auto- mobile (1957)	Filling Station (1957)	Gas Furn. (1957)	(1957)				
COUNTY—Map Loc.	7/1/57	7/1/58	(1957)	(1958)	(1957)	(1957)	(1957)	(1957)	(1957)	(1957)	(1957)	(1957)	(1957)	(1957)				
City	7/1/57	7/1/58	(1957)	(1958)	(1957)	(1957)	(1957)	(1957)	(1957)	(1957)	(1957)	(1957)	(1957)	(1957)				
Metropolitan Area	7/1/57	7/1/58	(1957)	(1958)	(1957)	(1957)	(1957)	(1957)	(1957)	(1957)	(1957)	(1957)	(1957)	(1957)				
<b>NORTH CAROLINA</b>																		
STATE TOTALS	4,583.1	1,148.97	5,652,516	6,920	3,871,923	916,831	120,728	474,998	226,299	214,321	738,451	354,018	245.5	976,280				
ALAMANCE C-4	98.6	22.46	119,230	5,309	94,236	22,516	2,619	8,172	5,218	5,659	16,557	8,356	11.9	7,494				
Burlington	30.6	8.73	54,898	6,288	59,111	13,789	1,779	6,964	4,648	3,853	12,528	5,648	7.3	3,950				
ALEXANDER E-4	15.8	3.90	13,717	5,817	11,076	2,969	61	2,135	207	773	2,423	987	7.3	1,667				
ALLEGHANY E-3	9.3	2.20	6,942	3,155	4,553	648	191	538	199	292	1,596	548	5.6	567				
ARSON F-5	26.2	6.24	23,310	5,736	11,457	2,801	816	1,731	510	785	2,811	1,083	10.5	4,504				
ASHE D-3	21.8	5.33	18,389	3,650	6,326	1,124	204	1,750	507	358	1,837	661	18.8	3,519				
AVERY D-4	13.5	3.19	11,434	3,584	4,533	601	203	1,628	213	106	443	698	7	1,227				
BEAUFORT K-4	78.8	3.48	35,040	3,461	22,852	6,718	64	2,384	302	504	1,943	142	20.8	20,842				
REAUFORT K-4			11,475	3,461	2,364	64	1,749	302	291	504	1,943	142	20.8	20,842				

Up-dated market  
information reflects  
July 1, 1958  
conditions.

Every six months — November and May — SRDS revises the market data that appears in its regular monthly issues. It presents new and complete market information on populations, households, consumer spendable incomes and retail sales... all by states, counties and metropolitan areas.

SRDS November issues carry up-dated statistics reflecting market conditions as of July 1, 1958. Now all SRDS users can spot significant changes in the marketing scene that may influence their market and media recommendations and decisions.

## Who uses SRDS Market Data and Media Maps

Here are the highlights of a survey made among 301 agencies with a media-buying potential of \$3 billion annually:

93% use SRDS Consumer Markets sections; 90% use the media maps.

All agencies billing \$5 million and over reported use of SRDS Market Data.

All agencies billing \$10 million and over reported use of SRDS media maps.

## Uses mentioned most often were:

- Evaluating markets
- Establishing sales quotas
- Selecting and recommending specific markets
- Evaluating media coverages

## Accessibility and convenience prompt wide use

One reason for the widespread use of SRDS Consumer Market Data is, of course, that it is especially compiled for use by advertising professionals in market evaluation and coverage analysis. But the real secret is that the market information and media maps are right in the SRDS books themselves, every month. Here they are instantly accessible to anyone who anytime gets into the selection of markets and media. In the same place many media regularly present useful market and media coverage information in their Service-Ads.

**SRDS**



Standard Rate & Data Service, Inc.

the national authority serving the media-buying function  
Walter E. Bothof, Publisher

1740 Ridge Avenue, Evanston, Ill., Davis 8-5600  
Sales Offices — Evanston, New York, Los Angeles

## New SRDS service feature

TV and radio household data now in SRDS, effective with current issues.



# public relations

by daedalus

**B**ernard E. Ury of Red Cox Associates in Chicago, spotlights an irritating and stupid PR practice: free publicity by ad agencies for their clients. He says that the criminals are mainly small-to-medium agencies working with limited client budgets. Their sales pitch: Only \$100,000 for space? We'll stretch it to \$200,000 through publicity . . . at no extra cost."

Pointing out that the 15% commission allows just enough to hire a college sophomore to write releases on week-ends, Ury lists four failures of ad agency attempts at PR:

(1) inept reporting and writing. As a metropolitan daily editor said: "Most ad agency releases are written like ads, not stories."

(2) limited media use. Too many agencies send releases only to publications in which they place ads, have few editorial and wire service contacts.

(3) product orientation. There is little mention of how a product helped the customer and no attention to such important items as appointment releases to home-town papers.

(4) too much sales thinking. The ad agency measures every story by: "Will it sell now?"

Ury then offers these suggestions for clients:

(1) If it's "free," be wary.

(2) Ask the ad agency how large is the PR staff and how many belong to professional associations?

(3) Examine clips of other accounts to see whether they are purely product stories or releases carefully planned to achieve specific goals.

(4) Get a dollar breakdown of ad and PR costs, especially staff time and salaries.

(5) Ask — and pay for — an outline of a PR program, with details on areas of objectives, communications, techniques etc.

Mr. Ury points out a serious problem, but PR should consider the beam in its own eye. Far too

many PR agencies set their fees too low and fail to spell out their cost factors to their clients.

Most businessmen will understand if you explain that staff salaries run from 30% to 40% of total costs. So at a \$2,000 per month fee, they can expect the equivalent of one experienced man.

## Oil companies fail public

The major oil companies, it seems to me, are fast destroying the public confidence which they tried so hard to build over the years. The fact that they faced an extremely difficult situation in the Near East and Venezuela is no excuse for their failure to speak up and keep the American public informed.

For a time it looked as if the millions spent by API and individual companies would persuade the country that monopoly charges were false. But the present silence . . . with no attempt by any company to speak out . . . convicts the oil firms of conspiracy in the minds of many Americans. When they read of the jointly-owned development companies abroad, it is difficult to accept the idea of free competition at home . . . especially when no one explains the facts of international life.

## PR Licensing again

Charles Heath, of Chicago's Bishop Co., adds a deep Amen to our earlier comments on licensing PR practitioners, concludes that "If an association made up of PR people, that is, a group of people whose job it is to mould public opinion, cannot promote its own association, cannot humiliate incompetents, cannot surround itself in an aura of ethical practices and cannot create opinion that PR is now on a professional level, then there is no such thing as PR . . . and what PR man, no matter how sedate, would not consider march-

ing an army of half-nude models down Michigan Avenue if he thought that was the method needed to solve a particular problem?"

I agree with your thoughts, Mr. Heath, but I think you can use a PR man yourself, if only to break that mile-long sentence into five easy-to-read sections.

And they can also understand the economics of the 15% commission which purports to cover both ad and PR services!

To check, I made a quick private poll of editors — dailies, wires, and trades. Most felt that, while both ad and PR agencies had good men, there were more skilled operators among PR firms. Reason: PR agencies usually hired news men with no interest in or contact with advertising.

As one top business editor put it: "Most ad agency PR departments are step-children; they work with a limited budget, are dominated by men who think only in terms of ratings, readership, and client mentality; and they seldom have an opportunity for the kind of broad, creative thinking which makes a real story."

Cheer up, Bernie: if the ad agencies keep merging, this problem will solve itself.

## PR branches out

That effective PR is much more than news releases is shown by Paul Cain, Dallas counselor. Problem: to build a permanent furniture display building in the southwest. In addition to developing a campaign to allay fears and misconceptions, account executive Mrs. Bennie Swenson personally helped the industrial developer to sell northern and eastern manufacturers on co-operation and displays. The team came back with a fistful of leases, secured financing, and, more important, a record 5,000 retail store buyers at the opening. Wonder how many NYC agencies could handle this package?



## PROFILE-2nd Edition contents:

**Major electrical appliances**—Room air-conditioning units, automatic washing machines, combination washer-dryers, TV sets, etc. . . . households owning, where purchased.\*

**Alcoholic beverages**—Beer, ale, wine, gin, cordials, vodka, rum, Scotch, Canadian, other whiskeys...purchases by men and women.\*

**Automobiles**—High, medium, low priced, and foreign; year model owned; 2 or more cars.\*

**Men's apparel**—Winter or all-year suits; overcoats; shoes . . . prices, where purchased.

**Women's apparel**—Street dresses, women's coats, foundation garments . . . price range study.

**Grocery store products**—Tuna fish, canned salmon, salad oil, shortening, packaged cheese, cake mix, baby food, margarine, bread\*. . .

**Drug store products**—Cosmetics, cologne, toilet water, spray type fixatives, hair dressing.\*

**Travel & vacation**—by air, rail, ship, bus, auto; vacation and non-vacation travel.

*\*Brand information available on request.*



# you need to know

## for metropolitan marketing

### the New York News

# profile

## of the millions—2<sup>nd</sup> Edition

**New York slipping?** Anything but! Within the last three years, more than 3,000,000 New Yorkers have graduated into families with over \$5,000 incomes. The over-\$5,000 bracket now takes in 67% of metropolitan families compared to the national 34% (LIFE study).

**Community of cliff dwellers?** More than half the adult population lives in one or two-family dwellings. Adult occupants of single family dwellings have grown 700,000 in the last three years. 480,000 adults moved into family-owned homes. Adult occupants of owned homes now total 4,510,000.

**New car ownership is up.** And there are 310,000 more adults in two-car families than in 1954.

**Florida holidays in 1957** were enjoyed by some 710,000 New York adults—an increase of 82% over 1954. The number of adults taking vacation trips totalled 5,340,000. And business travellers numbered 1,470,000.

**These few items** suggest the range of **PROFILE OF THE MILLIONS-2<sup>nd</sup> Edition**, significant to anybody who does business in New York; with data on the market never before available.

Research authorities of national prominence have described **PROFILE OF THE MILLIONS** as the most comprehensive, the most important, and potentially the most valuable in the history of newspaper research.

Based on 10,175 personal interviews, conducted by W. R. Simmons & Associates Research, Inc.—after consultation and in accordance with the recommendations of the Advertising Research Foundation.

**Save mistakes and money** in your planning, selling, advertising in New York—with this new **PROFILE**. You owe it to yourself and your business to become closely acquainted with its findings. Presentations for executives, by appointment only. Call any New York News office.

## THE NEWS, *New York's Picture Newspaper*

*More than twice the circulation, daily and Sunday, of any other newspaper in America.*

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—155 Montgomery St., San Francisco 4  
3460 Wilshire Boulevard, Los Angeles 5—Penobscot Building, Detroit 26

# one



# adman's

by lester leber

There's a triple entry for November's Ad of the Month honors. It consists of three pages run by The Whiskey Distillers of Ireland in three successive issues of a weekly magazine. (See cuts below.)

The first one sets the stage with this sentence in body copy: "Still, advertising costs the earth and when we reach the bottom we'll just have to stop wherever we are and continue over to next week."

And that's exactly what they did, breaking off in mid-sentence. If any advertiser has ever used this gambit before, I can't recall it.

Of course, there's enough of the story in each of the separate insertions so that you get the point. The theme is a "bittersweet quandary" that comes from "the dear

sales curve soaring" thanks to the popularity of Irish Coffee. But the "emphatic flavor of the Whiskey is somewhat obscured by the coffee" so that many "Americans have taken the Irish Whiskey without ever having fully known the goodness of it."

The copy portions just quoted are typical. They sound the way an authentic discussion of an Irish product should sound.

There's so much deftness in the conception and execution of this campaign that honoring it here will certainly not be its "Last Hurrah."

## Missing Ingredient

For an advertiser to achieve an

outstanding success under today's conditions, he must have the desire, the ability, and the guts to be unconventional.

But there's one more thing he must have, as is amply demonstrated by Springmaid Fabrics.

Nobody can deny that Springmaid has been consistently off-beat for many years.

Its ads have received above-average notice and an extraordinarily high rate of conversation-per-dollar-spent.

But they don't seem to have done anything for the prestige and value of Springmaid's label on sheets and apparel.

Their missing ingredient is simply good taste.

☞ An Exhaustive Enquiry into the Irish Whiskey Question ☞



HAS IRELAND  
BEEN LED FALSE  
BY A BAKED BRAZILIAN BERRY?

[NUMBER 1]

We'll not pretend that we [The Whiskey Distillers of Ireland] weren't the pleased ones when Irish Coffee became the darling of the Western World. We still are. There are few things more enjoyable than standing on the quay seeing the great ships off to America with golden cargoes of matchless Irish Whiskey. And yet, have we sold our birthright for a mess of coffee portage? And money? It may well be. For while Irish Coffee is admittedly a luscious drink the fact remains that the Whiskey is somewhat obscured by the coffee, frothy cream, and the sugar cube. ☞ Do you begin to see the shape of this bittersweet quandary? There's much, much to be said. You may fathom how much when you recall that Joyce's *Ulysses* took over three-hundred-thousand words to deal with just twenty-four hours in a tiny corner of Dublin and not one of the very best tiny corners of Dublin at that. ☞ Our subject covers several years and a hundred and twenty degrees of longitude. So it's not likely this one page will do it justice. Still, advertising costs the earth and when we reach the bottom we'll just have to stop wherever we are and continue over to next week. ☞ Back to Irish Coffee and its popularity. The upshot is that thousands upon thousands of Americans have taken the Irish Whiskey without ever having fully known the goodness of it. [Its emphatic, burnished flavor must (fortunately) be tasted to be appreciated]. Otherwise they'd be drinking it all the time; in other ways less darksome and exotic, to be sure, but equally satisfying. There's no need to tell you what these other ways of drinking fine whiskey are. It'd be like teaching your grandmother to

☞ USE THE WHISKEY DISTILLERS OF IRELAND (They tell us we must say this, hence you mind.)

☞ Has Irish Whiskey Sold Its Birthright for a Mess of Coffee Portage? ☞



OH, IT'S A HORRID  
THING TO BE TORN BETWEEN  
PRIDE & PROFIT

[NUMBER 2]

suck eggs. ☞ [What we were saying when we [The Whiskey Distillers of Ireland] ran out of spirit last week is that it would be presumptuous of us to tell you how to drink fine whiskey. It'd be like reaching your grandmother to suck eggs, as they say. Whatever that means.] ☞ Still, there's no denying that, thanks to Irish Coffee, any number of the Americans have taken Irish Whiskey without having truly tasted it and that's a fact. What happens is the fragrant coffee and the sugar cube and the cool, frothy cream on top all but drown out the principal ingredient! At no monetary loss to us, mind. It has been a real treat to watch the dear sales curve soaring. ☞ But Profit is not all in all; Pride has its innings. We are an enormously Pridelot lot when it comes to the elegant, burnished, emphatic flavor of our whiskeys. This is why we should like you to buy them, to drink them, to cherish them for themselves alone. ☞ "Ah! but there are nine grand brands of Irish Whiskey," you say, "Which to choose?" You've started the problem well, we think, if floridly. Look, why don't you ask the man at the whiskey store for his recommendation. He will be overjoyed at your humility. ☞ Now you've grasped our dilemma you'll no doubt be wishing to take your stand for Pride or Profit as the case may be. You'll appreciate that we must remain neutral ourselves, can't afford to do otherwise. But don't let our shilly-shallying prevent you from being forthright. ☞ To this end we are issuing badges which we trust you will wear openly and diligently. They are quite attractive and are sure to draw admiring glances from one and all. You may obtain either the Pride Badge or the Profit Badge at no cost to yourself, that is to say, absolutely free for the asking. Address your requests to: Pride, P.O. Box 186, Dublin, Ireland, or to Profit, P.O. Box 187, Dublin, Ireland, as the case may be. Air Mail is fifteen cents; surface mail, is eight cents; post cards, four cents. ☞ The lovely stamp you'll get on the return envelope is alone worth the effort, not to mention the brave badge. Perhaps you'd better write us via the air mail. It's expedient for one thing, more flamboyant, and be-

☞ USE THE WHISKEY DISTILLERS OF IRELAND (no may need to publish how to suck eggs)

☞ In Which Ireland Expects Every Man to Take a Position on Irish Whiskey ☞



STAND UP  
& BE COUNTED!  
ARE YOU PRIDE OR PROFIT?

[NUMBER 3]

sides you'll probably be terribly anxious to receive your Pride Badge or your Profit Badge, one. For the benefit of you newcomers we [The Whiskey Distillers of Ireland] are referring to the very nice badges we are sending out from Dublin to all who write us here. An all-over for Irish Coffee or a practicing Irish Whiskey drinker to qualify as a Profit or Pride respectively. All we require is a willing heart and an open mind. Choose the side that appeals to you; state your allegiance and then justify it by deeds. If you change your mind



P.O. Box 186  
Dublin, Ireland  
Pride: [ ] Profit: [ ] (indicate one)  
Please send me a badge in that all way say  
"There goes a (PRIDE) (PROFIT) man."  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_

debased by those who know that a coupon [rather than just saying to write in] boosts the response tremendously. We hope this is true; so much advice nowadays is simply terrible. ☞ USE THE WHISKEY DISTILLERS OF IRELAND (to be sure, "badly," say, We would say)



# opinion

## Quiz

If you'd like to remember more of the statistics you read, here's a trick that helps. Make questions out of them. This is how they come out. (You'll find the answers at the bottom of page.)

1. Last season Westerns attracted which portion of viewing devoted to after-dark sponsored network programs?

( ) 15% ( ) 25% ( ) 45%

2. In the first half of 1957, 88,000 new retail businesses were established. During that same period how many were discontinued?

( ) 67,000 ( ) 84,000 ( ) 106,000

3. Typical of today's new product trend is the Pillsbury line. During the last ten years how many products has this company added in the consumer, bakery, institutional and formula feed fields?

( ) 25 ( ) 125 ( ) 1,250

4. A group of Americans was shown pictures of these cars without name identifications. Which was recognized by the largest number?

( ) Rambler ( ) Edsel ( ) Volkswagen

5. The best-selling record album of recent months features which of these artists?

( ) Pat Boone ( ) Elvis Presley ( ) Van Cliburn

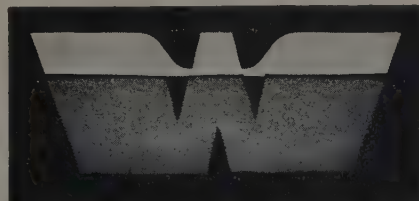
## Change for the better

The hundreds of companies which inflict on themselves the burden of old-fashioned or unattractive trademarks because "we've spent a lot of money on 'em" should take heed of the Worthington Corporation's new design.

Not only has Worthington updated its classic "wings" but it articulated the step in a forthright manner:

"We changed our trademark for this reason: it is superior in recognition values and qualities to our old mark. We change our products and designs for the same reason. We change for the better, as each day we learn more and adapt our new knowledge to our existing products and organization."

If memory serves correctly, it used to be The Worthington Pump & Machinery Corporation. Shorten-



**WORTHINGTON**

ing this mouthful was another "change for the better."

## Any change would have been improvement

With progressive examples like Worthington available for study, the recent merger of Best Foods and Corn Products presented an ideal opportunity. Here was the time to launch a name that would be more meaningful and memorable than either of its predecessors.

The new company markets a wide range of products: shoe polish, starch, mayonnaise, margarine,

cereal, cooking oil, peanut butter, dyes, dog food, pickles. As titles, Best Foods is partially misleading and Corn Products is totally misleading. As corporate images, the former is implausible and the latter is impossible.

So what is the name of this new giant? It's Corn Products Company.

## Double dividend

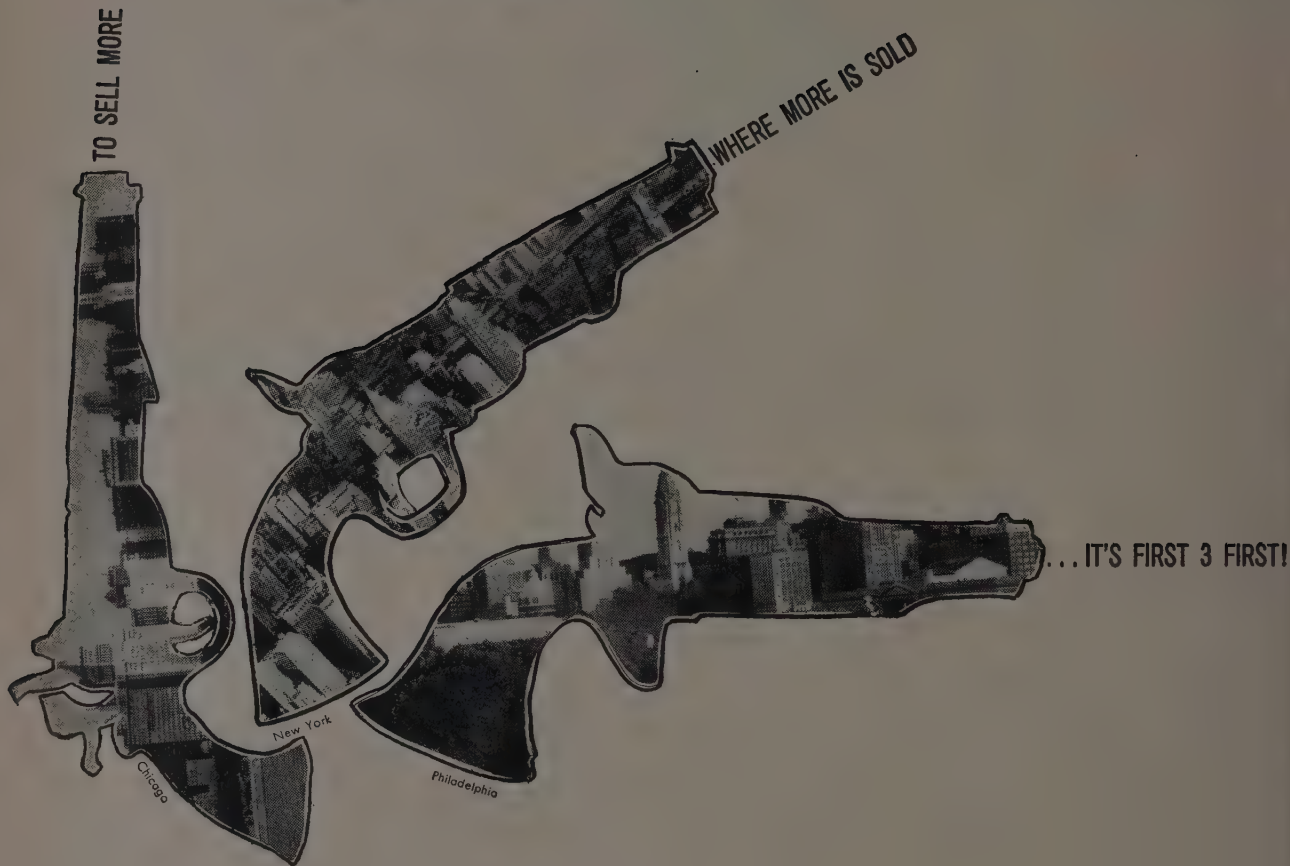
Ciba has added a new dimension to its advertising in business publications that go to druggists. It supplies inserts that are perforated (a la TIME's pages). The second side has strips of tape along the top and bottom edges. Peel it off and underneath there's an adhesive. Presto, an easy-to-use display piece.

An automatic advantage accrues when an advertiser plans a trade page as a retailer's display. He is forced to use a "poster" technique. For example, the front side of Ciba's insert reproduces the Pri-vine package and limits copy to a few words in 72-point type: RELIEF OF STUFFY NOSE COMES FAST.

Considering the limited amount of reading time a druggist has, the number of national and regional publications he receives and the boring detail in most of the advertising directed at him, Ciba's ad probably got maximum notice, even by those who didn't tear it out.

**Quiz Answers:**  
1. Only 15%. Isn't that encouraging?  
2. 67,000. We gained 21,000.  
3. 125. Pillsbury has total of 211.  
4. Rambler. Then Edsel. Then Volkswagen.  
5. Van Cliburn. Tchaikovsky Concerto No. 1.

# GREAT! GUNS!



Guns are generally designed for specific use.

As you would not stalk elephants with a "22" rifle, neither should you use "small bore" advertising media when hunting greatest sales in the nation's top markets. The BIG targets require your largest ammunition.

Maximum sales volume can be achieved by concentrating a sizeable part of your advertising effort on the FIRST 3 markets of New York, Chicago and Philadelphia—markets which account for about 1/6 of Drug sales, 1/5 of Food sales, 1/5 of Furniture sales, and more than 1/4 of total

U. S. Apparel sales.

In these outstanding urban sales centers the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. *Only* FIRST 3 MARKETS GROUP delivers a saturating 62% family coverage of these 3 city and suburban markets where 18% of total U. S. Retail sales are made. To make your advertising *se* more where *more* is sold . . . it's FIRST 3 FIRST!

Circulation nearly 6,000,000.

The group with the Sunday Punch



Rotogravure • Colorgravure

New York Sunday News *Coloroto Magazine*

Chicago Sunday Tribune *Magazine*

Philadelphia Sunday Inquirer *"Today" Magazine*

New York 17, N.Y., News Building, 220 E. 42nd St., MUrray Hill 7-4894 • Chicago 11, Ill., Tribune Tower, SUperior 7-0043  
San Francisco 4, Calif., 155 Montgomery St., GArfield 1-7946 • Los Angeles 5, Calif., 3460 Wilshire Blvd., DUmkirk 5-3557



# New Products & Test Markets

New foods — new preparations and new ways to use some old ones — spark the tide of products making debuts.

Minute Maid has introduced what it calls the “first real breakthrough in the concentrate industry.”

Dairy researchers have developed a cheese that ages in only two weeks.

Carnation Co. has taken the fuss out of mixing baby's formula.

The innovations are but the latest of a never-ending stream of new food products that fast make has-beens of yesterday's shopping list.



**Foods.** Minute Maid is introducing in Cincinnati, Houston and Syracuse a new frozen orange juice concentrate billed as the closest thing yet to the “ultimate standard of freshly squeezed juice.” A new secret process, the company says, gives the new Minute Maid all of the properties of the real juice that have been the “elusive will-o'-the-wisp to concentrate processors for some 13 years.” Supporting the introduction in the first three markets are 1,800 radio and TV spots plus 1,000-line black and white and 1,750-line color ads in newspapers. Agency: Ted Bates.

Borden has another entry for the convenience food line: Instant Whipped Potatoes in a novel flake form. The flake variety, according to Borden, is a “difference with a purpose” which leaves undamaged the cellular structure of the spud. National distribution slated for early next year. Agency: Lennen & Newell.

The Wisconsin Alumni Research Foundation (Madison) has developed a cheese that ages fully within 10 days to two weeks, instead of the three months to a year it takes most cheeses now. Sue Ann Food Products (Chicago) soon will start marketing it nationally under the Dariworld label. Agency: Julian J. Jackson (Chicago).

New soda pop line for Coca-Cola. The company has started to market five flavored soft drinks under the Fanta name. Distribution in Boston, Chicago and San Francisco. No plans yet for national marketing. Agency: McCann-Erickson.

Quaker Oats is testing five new products: Aunt Jemima Oatmeal Bread Easy Mix, Instant Oats, Instant Macaroni, Ken-L-Burger Dog Food and Sugar Puffs.

Carnation Co. has developed a ready-mix for infant care. The company is introducing Carnalac, a complete baby formula in a can which contains evaporated milk, maltose-dextrin syrup and Vitamin D already blended the way many doctors recommend. Whoever gets the formula chore need only dilute Carnalac with water to suit the child's age. Introduction campaign in professional medical publications. Agency: Erwin Wasey, Ruthrauff & Ryan.

Make-Use-Of-What-You-Have-Dept. Kellogg is coming out with Corn Flake Crumbs, described as ideal for the fastidious housewife who doesn't want to roll her own. Two-color, four-column newspaper ads supporting the introduction. Agency: Leo Burnett.

A Texas ad agency, tired of the cents-off wheeling and dealing considered necessary to sell instant coffee, has devised what it bills as the “first new idea in coffee packaging since the vacuum tin.” Object: to build an image for client brands. The agency, Tracy-Locke (Houston), has built a measuring gadget into the top of the coffee container lid. Two regional clients, Duncan Coffee Co. for Maryland Club in the southwest and William A. Scull Co. for

Boscul in mid-Atlantic states, will use the device atop their instant coffee jars. Introductory advertising for both via newspapers, saturation radio and TV plus strong point-of-purchase material.

★ ★ ★

**Cigaretts.** The cancer spectre continues to keep cigaret makers at a nervous alert but now at least two manufacturers hope to make some use of the fright.

North American Cigarette Mfrs., a new concern, is unveiling a new filterless, king-size "safer cigaret" to be sold at premium price. It's Diplomat, featuring a "new curing process which minimizes, to a great extent, the toxic effects of nicotine and tars," according to the initial ads. Introduction, for the time being, slated for New York only. Agency: Robert M. Marks.

A manufacturer in Holland also is on to the toxic talks. Reports have it there is a Dutch company ready soon to come out with a filter-tip cigar.

★ ★ ★

**Drugs & Toiletries.** Revlon has a new cologne for men. It's labeled, rather simply for the cosmetic house, That Man. Introduction slated for later this fall, primarily with print ads. Agency: Heineman, Kleinfeld, Shaw & Joseph (New York).

Another Walt Disney product. This one: Bubble Bath for children. Lehn and Fink Products will begin marketing it soon.

And another aerosol product. The latest is Vi-Daylin by Abbott Laboratories, the first multi-vitamin product available in a pressurized can. Retail price is \$4.28 for 12 oz. size.

★ ★ ★

**Appliances.** New ease through electricity. Ronson has introduced a Roto-Shine portable electric shoe polisher. The appliance, designed to retail for \$19.95, comes complete with interchangeable brushes and buffer for different colored shoes. National advertising at Christmas time in *ESQUIRE* and on network TV. Agency: Grey Advertising.

Eureka Williams Corp. has a new vacuum cleaner which, according to the company, combines "for the first time" the versatility of the canister cleaner with the rug-cleaning efficiency of the old upright with the power-driven brush. The solution in the new Eureka: the stream of air sucked in by the vacuum activates three strands of plastics which pound against the carpet and loosen the dirt. Ads in Sunday supplements and general magazines. Agency: Earle Ludgin (Chicago).

★ ★ ★

**Miscellany.** Polaroid has a 4 x 5 in. film holder which adapts the standard press camera for 60-second prints. Two types of panchromatic Polaroid Land films (both with ASA ratings of 200) are designed for the holder to enable the photographer to see his work one minute after the click. Retail price for the holder: \$49.95. Advertising via photography magazines. Agency: Doyle Dane Bernbach.

Towmotor has come up with a new concept in automotive engineering. The company's new lift truck features a revolutionary power transmission system which permits an operator to control all forward and reverse movements with his left foot. Push down with your toe and the truck goes forward. Push down with your heel and the truck moves back.

And for the man (or woman) who doesn't want to feel cold this winter: quilted taffeta underwear insulated with Dacron polyester fiberfill. About 35 apparel houses make them now.





multiplied  
by millions...  
through  
print and paper

Had you lived in Holbein's day, chances are you never would have seen his paintings. They were enjoyed only by the few. Today, through print and paper, great masterpieces, past and present, are reproduced in countless quantities, made available to millions the world over.

What other method of communication can multiply the beauties of the past as economically, flexibly and faithfully as . . . paper? What other product serves you so often so many ways?

**INTERNATIONAL**



**PAPER**



to add life and charm to your printed pieces...

... specify Oakleaf

Cover. Here is paper

with obvious character—with texture

you can feel. Oakleaf Cover combines

extreme toughness with outstanding

printing qualities. Embossed finish, coated

one side, in white, ivory, gray, green

blue. Smooth finish, coated two sides

in white and ivory. Whether you're

preparing a catalogue, annual

report, insert, folder, menu

brochure or announcement

if you want a top quality job

be sure to specify

# oakleaf cover

(smooth or embossed finishes)

Other fine coated  
specialty papers by A. M. Collins  
(Division of International Paper Co.)

Buckra Duplex	Old Spanish
Castilian	Rippletuf
Damascan	Tough Check
Fabratex	Triflex

*your most dependable source of supply...*

**INTERNATIONAL**

FINE PAPER & BLEACHED BOARD DIVISION



**PAPE**

NEW YORK 17





# Advertising To Industry

by scotty sawyer

One of the largest business paper publishers and one of the world's largest advertising agencies (on behalf of a client) have both recently committed the horrendous crime of using one magazine's circulation list in a mail survey of readers' magazine preference.

Some day, on or about the millennium, we're going to have an industry-supported review board or media preference studies. It's going to take until the millennium because too many publishers are either extremely research-stupid or so sharp that they realize how unenjoyable most advertisers are.

I hope the NIAA media practices committee or the IARI council on mail research will some day have disagreeable words to say to publishers who contrive their methodology so that their own horse can't fail to win.

Until some definite and well-publicized words from such sources, I hereby declare a moratorium on media preference studies.

Any space-buyer or advertiser who, henceforth, pays any attention to a rep with the results of a media preference study under his arm is as foolish as the man who patronizes the only dice game in town; it may be honest, but you can't be sure.

## Year's costliest ad

There are several remarkable things about the Timken ad reproduced herewith which ran as a quarter-page in *JOBBER PRODUCT NEWS*.

It is, as you see it, a pretty poor ad. "Best quality" and "Easiest to sell" are in the first order of

cliches. They carry the minimum amount of conviction and persuasion. I'm sure Timken has more to say in favor of its bearings that

might excite an automotive wholesaler to greater interest and effort.

But what you *don't* see in the production is the fact that the ad ran in four colors—red, orange, green and black, the colors varying letter by letter.

According to SRDS, the 12-time rate for such a unit is \$335. The extra charge for standard red is \$60. The extra charge for orange and green is \$85 apiece. Total space costs: \$565, including \$230 for the color.

What the color accomplishes I don't know. It certainly wasn't worth \$230 to call attention to a feeble message that wasn't worth \$335 to begin with.

I'm astonished that Timken—I've been a fan of their advertising for years—could be guilty of such a waste of money.

## Let's get some competition going

If the *SATEVEPOST* will accept liquor advertising and the *READER'S DIGEST* will run a second color at no increase over black and white and *TIME* will offer split runs and mailer inserts, it's possible that business paper publishers may be forced, by public demand (of which this paragraph is the first utterance), to offer some special inducements, too.

I have never been on record as believing that business paper advertising rates are too high (I wish they were higher so that advertisers would be compelled to invest more in professional skill and better quality visualization and mechanical production in order to protect their investment in the space), but I wish the rate increases could be accompanied by something more than a promise of more readers, who are often, I suspect, of questionable value to the advertiser.

## Confession is good for the economy

One of the world's largest purchasers of industrial goods has called in representatives of its suppliers to apologize in person for the way it treated them during the recession.

What it is now penitent for was its practice of encouraging wheeling and dealing—apparently a top-level-instituted policy of buying on price and letting *schlak* producers shoulder out many long-time and consistently reliable suppliers.

This company learned, the hard way, a rule of business life that even the most astute managements

(Continued on next page)

# in the December

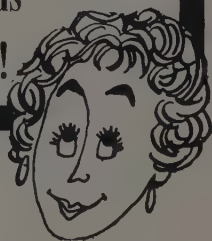
## **Tide**

PART II

## **SURVEY OF MEDIA BUYING TRENDS**

An analysis of new advertisers that have come into the market during the last seven years...and how they are using media!

What Ad-Men's Wives  
Think About Their  
Husbands'  
Careers!



## **How General Electric Chooses and Uses Media**

TIDE editors visit G.E.'s Apparatus Sales Division to find out how they buy and test media and develop a coordinated ad program for their products.

also

## **REVLON'S RETAILING MAGIC**

(Continued from page 61)

tend to forget when orders fall off: that cost savings come dearly when they are *bought* rather than *produced*.

That such an important figure in American industry should feel strongly enough about the error of its ways to go through the humiliation of semi-public confession is the most heartening fact of recent business history.

It's too bad the event cannot have more publicity, because it would be well for all to know the folly of buying cheap.

The significance of this to advertising people is: everlastingly tell your markets not just how good your product is, but how much more profitable it is to own the product than to try to get along without it or with a substitute that admits the dissipation of paper savings through waste of production time and deterioration of end product quality.

### **Executive decisions**

Of all the nauseating expressions I've heard in business (and my business is one which abounds in nauseating expressions, like "the whole ball of wax" and "I'm just talking off the top of my head"), the most sickening is "What do you say we sleep on it?"

Well, I don't know what a ball of wax is and I don't know how anybody could be talking off the top of his head when what he's saying sounds as if it's coming out of a ball of wax, but I do know that the suggestion that "we sleep on it" means exactly what it says.

This dismaying observation is timely because this is the season of the year when industrial agencies and industrial advertising managers begin chewing their fingers waiting for managements to approve advertising budgets.

The advertising budget seems to hold the record for the length of time it takes to arrive at a management decision. I don't know whether other top-level decisions are subject to similar amounts of delay, but most people in the advertising business doubt it; otherwise, *nothing* would ever happen.

It has been a topic for many a remark in advertising circles that last fall managements stalled just

long enough for the recession to make itself felt. That gave managements an easy decision: even advertising people could see that business was getting to be bad. *Cut*

But even in good years, managements dilly-dally at advertising budgets like a woman buying a hat. As a consequence, ad budgets for the new calendar year don't get approved until March, and by that time ad agencies and publishers have found that their *own* budgeting is all shot. I don't know how an advertising agency or publisher can conduct its own business in a business-like way when it has no reliable means of forecasting its income.

Only sensible idea I've ever heard of is to get managements to agree that in the event of a delay in budget approval beyond the starting point of a new budget year, the advertising people are automatically authorized to continue buying space at the old year's rate. Some managements, I know, have accepted this reasonable plan.

I still wonder, though, why it takes such a long time for the people with the power of decision to exert that power.

Not just on advertising budgets. On almost anything down to when to go to lunch.

That's probably why we have so much management-by-committee. This takes the top man off the hook — the responsibility will be shared. But committee decisions take much longer than one-man decisions; depending upon the internal politics that apply, it's either difficult or impossible to get universal acceptance of a novel proposition and almost as hard to get a group to agree to continue doing what it at some earlier time has agreed to do.

Committees are not only a convenient way to distribute responsibility in small pieces; they are a splendid means of postponing a decision, particularly expenditure of money. No one man need be embarrassed all by himself when the report of the action is "No action taken."

I was told once that the mark of the true executive was his ability, and willingness, to make quick decisions. Presumably, the man in the top position has the experience

(Continued on page 65)



# NOTHING SELLS RETAILERS LIKE THE PROFIT MOTIVE

## FLOOR COVERING PROFITS concentrates on PROFITS

Sales managers and advertising executives know that *profit* is the motive that guides every retailer's business actions. Floor covering retailers are no exception. That's why they read and react to FLOOR COVERING PROFITS, the *only* publication in the field editorially devoted to the *business* side of floor covering retailing from the *profit-making viewpoint* of furniture stores, floor covering specialty stores and department stores.

What's more, FLOOR COVERING PROFITS covers the *entire* field of floor coverings—soft surface, smooth surface and allied products.

This total coverage of *all* the floor covering retailer's interests—with special emphasis on *profits*—is what builds "fan" readership. It shows retailers the practical, down-to-earth "HOW-TO" of floor covering retailing—how to sell better...how to merchandise better...how to display better...how to manage better...how to advertise better. In short—HOW TO OPERATE THEIR BUSINESS MORE PROFITABLY.

That is why FLOOR COVERING PROFITS is the "Business Magazine of the Floor Covering Retailer".

### Reader action

Floor covering retailers' minds are on profit-making ideas when they read FLOOR COVERING PROFITS. And they don't care whether they get them from the editorial pages or the advertising pages. If you have something to say about how your product or service can help retailers make money, you couldn't have a better editorial climate to spark reader action.

In floor covering retailing only one publication gives you an unparalleled opportunity to sell by appealing to the motivating business interests of retailers... FLOOR COVERING PROFITS, the business magazine of the floor covering retailer.

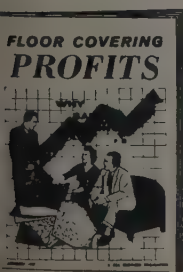
That the average FLOOR COVERING PROFITS reader reacts to what he reads is amply demonstrated by the 11,000 reader inquiries sent in by readers during the past year asking for manufacturers' literature. FLOOR COVERING PROFITS is the only publication in the field which offers a manufacturers' literature inquiry card service—providing a ready-made source of business leads.

### The logical FIRST CHOICE for advertising

The total coverage of *all* the business interests of floor covering retailers—soft surface, smooth surface and allied products... immediately usable information on how to operate more profitably... analysis of business news from the profit-making viewpoint—make FLOOR COVERING PROFITS the *must* publication for an advertising campaign aimed at floor covering retailers—any others are a choice.

### FLOOR COVERING PROFITS' FEATURES AT A GLANCE

- Editorial emphasis on retailer profits
- The national monthly which covers the 3 major types of retail outlets for all types of floor coverings and allied products
- Reader inquiry card service
- 100% continuity with only 13 insertions
- Guaranteed no-waste, BPA-audited buyer circulation
- 93.45% verified circulation
- Unusual ad effects including swatched ads and gate folds
- Advance information on manufacturers' national consumer advertising campaigns—provides retail tie-in promotion and advertising opportunities



When you want to do business with  
floor covering retailers, advertise in...

## FLOOR COVERING PROFITS

the business magazine of  
the floor covering retailer

### A BILL BROTHERS PUBLICATION

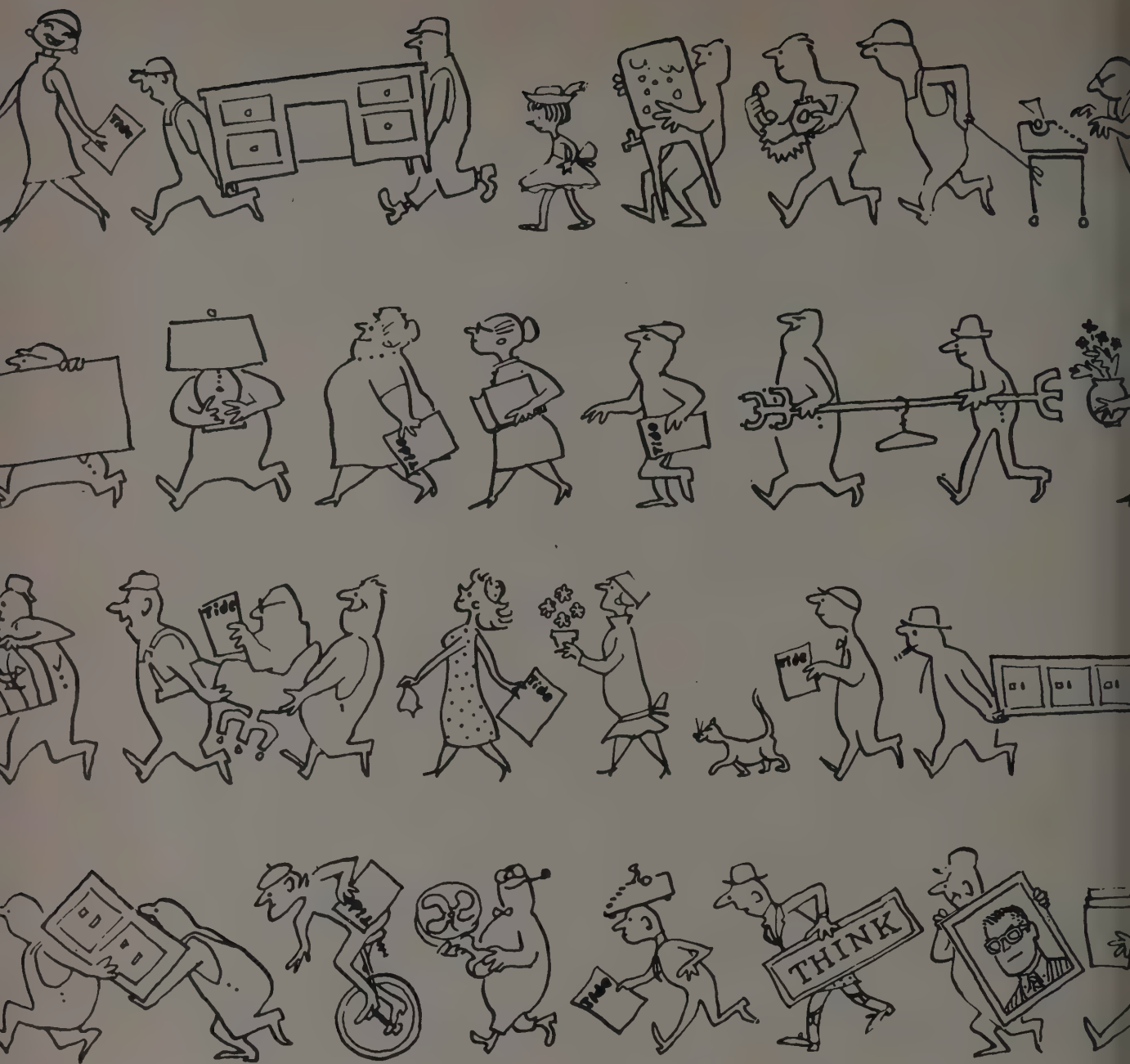


630 Third Avenue  
New York 17, N. Y.  
YUkon 6-4800

Monadnock Bldg.  
San Francisco 5, Calif.  
SUtter 1-1060



333 N. Michigan Ave.  
Chicago 1, Ill.  
STate 2-1266



**TIDE moves UP...**Not only UP in circulation and UP in advertising...*but* Uptown!

On or about *November 1st*, TIDE moves uptown to a new building with much more office space at.

630 Third Avenue, New York 17, New York.

It's all part of a general expansion program designed to increase TIDE's coverage of the advertising field...and to bring you a more *exciting, vital and informative* TIDE each month.

**THE MAGAZINE FOR ADVERTISING EXECUTIVES**

**Tide**

NEW YORK  
630 Third Avenue  
YUkon 6-4800

CHICAGO  
333 N. Michigan Avenue  
State 2-1266

LOS ANGELES  
2550 Beverly Boulevard  
DUnkirk 8-6178

SAN FRANCISCO  
681 Market Street  
EXbrook 2-3365

SANTA BA  
15 East de  
WOodland



(Continued from page 62)  
 which lesser people have not) to evaluate the situation and, almost instinctively, arrive at the right move.

I was also told that if a man could be right *most* of the time — not *all* of the time, but *most* of the time — he deserved to be top man.

Always, then, when I hear somebody say, "Let's sleep on it," I interpret that as a sign of a man who is uncertain about the decision not because it's a difficult one to arrive at but because *he* is unsure of his own ability to make the right decision.

I'm convinced that in almost every case, nothing is gained by "sleeping on it" except more time for the materialization of a *deus ex machina* which will solve the problem without any further thought being given to it.

A man I admire very much I began to admire the day when, pressed into an awkward situation from which I couldn't think of a way of extricating ourselves, he told the other party to stick his business up his nose. *He* didn't stall or equivocate or worm.

No matter is of such import that requires "sleeping on" by a man truly qualified to be likely to make the right decision. Rather, it's the *man* who isn't big enough to trust his natural, impulsive judgment.

#### Thick vs. Thin

Is it well to be advertising in a thick special issue which presumably is of such interest that it gets extraordinary reader attention or better to stay out of it because of the extraordinary amount of competition for reading time?

In other words, does thickness of issue affect the individual ad's opportunity to make sufficient contacts with the readers?

FACTORY's May issue was an especially thick one. By one way of reasoning, it would have been easy for an ad to become lost in it. But examination of the Reader Feedback on this issue shows that the extra number of pages did not discourage reading of individual ads.

Of 231 ads, 118 (slightly more than half) scored as well or better than the cumulative averages for each space unit within each product category.

# This is Together

The colorful mid-month magazine devoted to family living.

... a selected  
 audience of  
 above-average  
 Buyers

*They  
 buy products  
 for family use:*



81.1% own their own homes.

90.0% own one or more automobiles.

50.0% own power mowers.

32.9% own home freezers.

34.3% of the heads of TOGETHER households own businesses, are company officials or are in professional or technical occupations

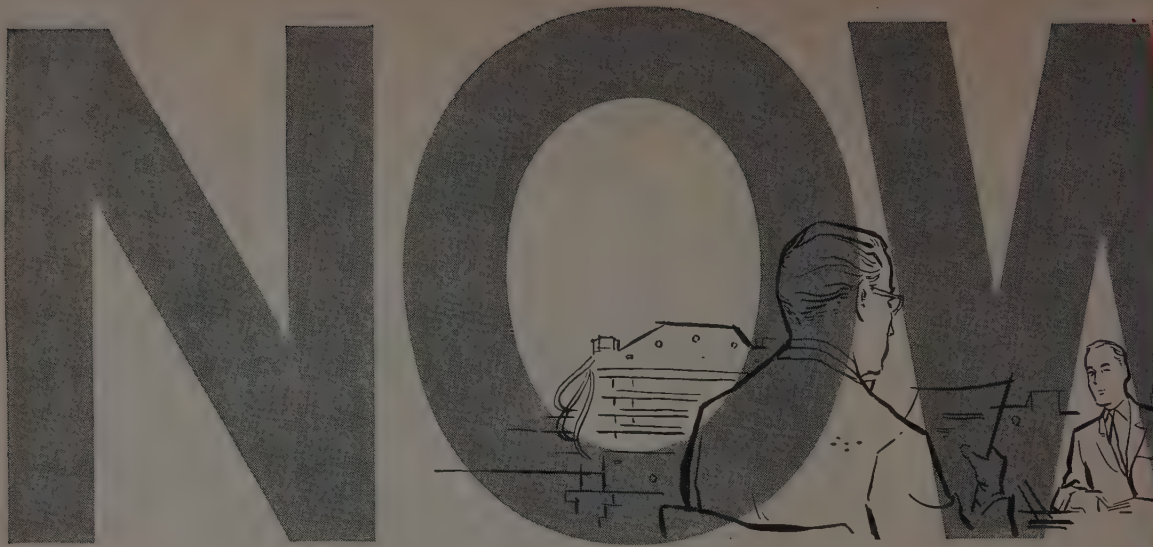
66% are located in non-metropolitan areas

From: 1958 Consumer Magazine Report

READ BY OVER 900,000 CHURCH FAMILIES

TOGETHER ... the Midmonth magazine for Methodist families,  
 740 Rush Street, Chicago 11





To help advertisers get better value for their advertising dollars RUBBER WORLD will shortly issue the first of a series of "Reader Research Reports." These reports are based on actual field interviews with men in the rubber industry, in which they tell about their job functions, the materials and equipment they buy, what they need to know to make their decisions, and what they get out of actual advertisements.

These depth interviews are conducted by The Schuyler Hopper Company, an organization well-known for its sales investigation techniques. "Reader Research Reports" spell out, in their own words, the information needs of men in the rubber industry responsible for the selection of materials, equipment, services. In addition to describing their information needs, and how these needs are satisfied, the men interviewed offer constructive comments on advertisements they find helpful (and occasionally toss a brickbat at an advertisement that doesn't fill the bill).

Advertisers to the rubber industry who study and accumulate these bulletins will have a rich source of first-hand material that can help them get more out of the money they invest in their advertising by covering more completely the kinds of information that help their prospects in the rubber industry make the right buying decisions.

RUBBER WORLD's "Reader Research Reports" will be published periodically. There will be no charge to anyone who advertises to the rubber industry, or to agency people. If you will drop us a line we will be happy to put your name, and those of others in your organization who may be interested, on our mailing list to receive them. Or better yet, for faster service and a "look-see" at other informative material that has been extracted from these interviews, call your RUBBER WORLD representative.

**a Bill Brothers publication**

630 Third Ave., New York 17, N. Y.



William T. Bisson, 163 West Exchange Street, Akron 2, Ohio  
Marie Berube, 333 North Michigan Avenue, Chicago 1, Illinois  
Robert A. Ahrens Dorf, 5720 Wilshire Blvd., Los Angeles 36, Cal.

**RUBBER  
WORLD**





# Wall Street Looks At Advertising

by mike hughes

Finance's "favorite iconoclast," broker Gerald M. Loeb, thinks there is a strong relationship between a corporation's advertising vigor and its stock prices. But he implies corporations could get more "sponsor identification" among consumers and investors.

**M**ost Wall Streeters live out lives of publicity-shy determination, content to wait quietly for the 10 a.m. opening gong at the New York Stock Exchange. But not Gerald M. Loeb, a senior partner of E. F. Hutton & Co. In nearly 40 years on the Street, energetic "Jerry" Loeb, author of financial features for nearly all media and an all-time best-seller on finance ("The Battle for Investment Survival"), has become "probably the most quoted man on Wall Street" and the Street's "favorite iconoclast." His views on advertising do not belie this envious reputation.

Why, asks he, hasn't California Packing (Calpak) changed its corporate name to Del Monte Packing? "Companies which invest millions in advertising annually for a single dominant brand name are wise to make it their corporate name." Loeb's two examples: Socony-Vacuum Oil Company's switch to Socony Mobil Oil Co., Loose-Wiles Biscuit Company's change to Sunshine Biscuits, Inc.

Listing on the Big Board, says Loeb, can be in itself an "advertising" or confidence-building medium. The New York Stock Exchange has found, according to him, that such companies "can borrow for less."

Though no surveys have proved it yet, corporate managements be-

lieve that wider ownership also widens the list of "logical" product prospects.

Ford, for example, felt that issuing shares to the public would be a sales factor. American Motors executives once lamented that "General Motors has more stockholders than *we* have customers."

E. F. Hutton's studies of companies — among them General Foods and R. J. Reynolds Tobacco Co. — have been "brand names" reports which probe the standings and prospects of individual products.

**Loeb approves of the current trend in annual reports to promotion of a company's present and new products, and advertising plans for them.** "I've rarely heard stockholders complain of 'too much advertising.' They do want to know, however, what advertising can mean to product sales and strength." One important facet of this trend in annual reports: their publication as metropolitan newspaper supplements, e.g., Chas. Pfizer & Co. and General Mills.

On the broad theme of advertising's role in the current economy, Loeb has some significant advice for advertisers.

The recession, he thinks, stemmed from the facts that "people had bought ahead of their 'needs',

and corporations had over-expanded plants." Both pulled back. But the speed of modern communications and electronic computers tend to check sharp downtrends. Distribution pipelines are less liable to become clogged.

"And when I say people bought ahead of 'needs,' I also mean that many products and the advertising for them did not sufficiently stimulate desires.

"People didn't know the pleasure they get from swimming pools and motorboats. But more people were persuaded to buy *them*. My guess is that advertising and salesmanship will fill the new jet planes."

"On the other hand, 1958 was the first year in a long time when I failed to buy a new car. The new models didn't seem to me to be changed or improved enough.

"The motormakers don't have to offer all 'new' cars every year but they do have to use more than adjectives to create obsolescence and turnover.

"I believe the automobile and other companies have learned from this recession. Science and technology will go on creating new products and better values. Our whole system rests on the production of ever-more things for more people. Advertising will get them sold."

Photographs by Nicholas Amplo





## Relative standing by states

South Dakota	1
New Mexico	2
Mississippi	3
Idaho	4
Delaware	5
Arizona	6
Iowa	7
Kansas	8
Colorado	9
Nebraska	10
Wyoming	11
Florida	12
New Jersey	13
Arkansas	14
Vermont	15
Nevada	16
New York	17
California	18
Connecticut	19
Minnesota	20
North Carolina	21
New Hampshire	22
Rhode Island	23
North Dakota	24
Maine	25
Texas	26
Georgia	27
Illinois	28
Wisconsin	29
Washington	30
Alabama	31
Utah	32
Missouri	33
Tennessee	34
Kentucky	35
Indiana	36
South Carolina	37
Virginia	38
Pennsylvania	39
Massachusetts	40
Oregon	41
Ohio	42
Louisiana	43
Maryland	44
Michigan	45
Montana	46
Oklahoma	47
West Virginia	48
District of Columbia	49

# retail forecast for



Sales in December, 1958 below December, 1957



Sales in December, 1958 0.1%—5.9% above December, 1957



Sales in December, 1958 6% and over December, 1957



# Sales December



**R**etail sales will rise 6% during December over the corresponding period last year.

According to TIDE's retail sales forecast, prepared by research director Dr. Jay M. Gould, every state but West Virginia and the District of Columbia will enjoy improved business during December, the all-important Christmas season.

Retailers, especially those dependent on Christmas for a proportionately high percentage of yearly volume, i.e., liquor, jewelry and small appliances, will find additional delight.

There are 21 shopping days preceding Christmas, compared to 20 days in December last year.

December traditionally is a high-level month across-the-board for most retailers; approximately 10% of the nation's \$200 billion sales are recorded during this period.

This forecast, which compiles sales figures for all merchandise categories — foods, drugs and cosmetics, appliances and autos — also reveals some interesting trends.

To advertisers and media planners, the 6% gain during December is a continuance of an uphill sales profile. This month, for example, retail sales will climb 4% above the November, 1957 national average.

During December, however, TIDE forecasts that 24 states will increase sales over December, 1957 yet their average gain is still below the 6% rise predicted for the entire nation.

On the other hand, 23 states, including sales prosperous California, New Jersey and New York, will produce retail volume above the projected national average.

The index in turn furnishes several major developments:

- The mid-west farm belt — Iowa, Kansas, Minnesota, Nebraska, North and South Dakota — will offer stronger than average retail sales returns.
- The heavy industrial states, particularly Michigan and Ohio, hard-hit by the recession, will bounce back and will provide sales gains during December.
- The Rocky Mountain region — Arizona, Colorado, Idaho, Nevada, New Mexico and Wyoming — will post sales above the national 6% average.

## When is research research?

If a businessman offers a present to an associate, it is termed an expression of good will. If the offer is made to a government official, the present is termed a bribe. The ethics of one field of endeavor cannot and should not be applied to another. Different motives, different functions govern each role.

The rule of difference applies equally, we believe, to pure science and advertising research. The disciplines and theories of the exact physical sciences cannot always be applied to predetermining human choice.

Such, we believe, is the mistake made last month by Dr. Jay W. Forrester, professor of industrial management at Massachusetts Institute of Technology, in his scholarly address at the annual meeting of the Advertising Research Foundation.

Dr. Forrester, with justification, attacked much of what now passes under the guise of advertising research.

Much of it, he said, "is itself merely advertising." It searches "only for what it prefers to find."

Dr. Forrester estimated that industry spends about 2% to 3% of its gross dollar volume on what is fatuously called "advertising research." But, he declared, "I would guess that less than a tenth of this amount would be considered research plus development as defined in the engineering and product-research departments" of the firms.

Asserted the professor: "In no other field would base so much expenditure on such scanty knowledge."

We agree with Dr. Forrester that the funds spent advertising research are "woefully inadequate." The question, however, what he would have the advertising researchers do.

Dr. Forrester believes the function of advertising research, such as research in pure science, is to "search for fundamental principles . . . laws governing physical and social behavior."

But as Lester Frankel, executive vice-president of Audits & Surveys, points out, Dr. Forrester forgets that pure science is favored by time.

Frankel, a pioneer in modern advertising research, notes four elements are necessary to any scientific axiom: the facts must be gathered, an hypothesis must be formulated, the theory must be tested and, the theory must finally be proved.

Advertising research, he said, has had time to accomplish only the first two. In its present dawn era it has not yet been able to test and prove.

Dr. Forrester, too, it seems to us, also omits a fundamental consideration. He would have a single formula or model created to predict in advance what products we will buy.

Is he not oversimplifying too many complex variables in his zeal to apply the perfection of pure science to the still very inexact skills of determining human choice?

*The Editors*



# Survey of Media Buying Trends

## PART ONE: THE MILLIONAIRE CLUB

The accompanying article is the first in a continuing study to be made by **TIDE** in cooperation with the Magazine Advertising Bureau. Based solely on Publishers Information Bureau figures, the study reports and interprets the spending patterns of 3,800 national advertisers who invested \$50,000 or more in five "measurable" media (magazines, magazine sections, network radio, network television and newspapers) in each of eight years from (and including) 1950 through 1957. This new **TIDE** series is designed, in part, to bring up to date a similar analysis made by the MAB of changes in national-advertising patterns from 1938 to 1950. (**TIDE** Oct. 19, 1951.)

Part I of this new **TIDE** series presents the members of the Millionaire Club—the 379 national advertisers who spent \$1,000,000 or more in the five "measurable" media in one or more of the years from (and including) 1950 through 1957. This group, divided into 8 categories on the next 11 pages, graphically illustrates how the increased competition for customers in the post-Korean war years has required consistent advertising growth. There is a chart for each industry category, showing the total spent by each member of the Millionaire Club in all five media in each of the eight years covered. A short analysis of media shifts within each category accompanies this table.

Future sections of **TIDE**'s continuing study will present shifts within individual media classifications by various industries, new patterns of media selection, the advertisers who have been most consistent in expenditures in the past eight years, those who have dropped out, those who have shifted into other media.

Sametime, the **TIDE**-MAB analysis will be constantly brought up to date as soon as new Publishers Information Bureau figures are available and can be compiled for publication.

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## APPLIANCES (Major & Small)

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
Admiral Corp.	4,542,170	4,584,531	3,493,715	4,461,278	2,802,698	3,165,583	3,069,549	1,353,285
Amana Refrigeration, Inc.	—	60,039	696,905	771,379	968,637	1,630,699	2,135,480	375,192
Carrier Corp.	283,047	363,777	385,541	609,913	828,838	740,081	1,108,018	1,015,750
DuMont, Allen B. Labs, Inc.	1,314,872	739,715	529,427	904,119	762,510	485,173	130,694	160,084
General Electric Co.	13,390,725	18,244,975	15,016,941	18,503,480	21,262,506	26,389,864	32,304,694	22,791,737
Hoover Co., The	534,972	476,554	437,499	879,679	406,384	1,061,314	1,062,676	1,256,386
Landers, Frary & Clark	609,586	591,655	696,881	925,478	951,903	759,466	1,186,068	1,015,381
Magnavox Co.	507,665	602,258	495,561	792,726	480,749	590,567	1,113,319	663,417
Maytag Co.	646,156	791,851	668,403	1,015,474	1,657,228	1,933,078	2,013,327	1,523,097
Motorola, Inc.	3,399,657	1,735,428	2,170,953	2,243,230	1,581,605	1,234,263	1,152,553	1,880,588
Murray Corp. of America	387,648	355,640	105,050	296,385	298,360	704,639	1,871,128	766,975
Philco Corp.	5,951,494	7,836,320	7,607,011	8,328,081	6,598,872	4,648,946	5,058,390	4,616,535
Radio Corp. of America	6,509,622	7,407,533	5,908,326	7,265,695	7,210,115	9,100,145	10,044,682	6,901,847
Servel Inc.	917,582	1,051,685	701,092	1,364,943	440,147	89,394	87,150	—
Singer Mfg. Co.	1,274,220	1,185,143	1,178,444	1,411,843	1,379,553	1,858,911	2,353,023	2,630,875
Sunbeam Corp.	1,016,613	1,756,917	1,509,215	1,957,082	3,665,415	3,277,220	5,989,246	4,009,096
Sylvania Electric Products, Inc.	688,199	2,735,104	2,826,079	3,645,417	3,230,912	3,612,730	2,879,530	4,182,333
Westinghouse Electric Corp.	5,222,303	6,826,475	8,802,820	8,257,357	7,862,273	8,659,369	13,910,622	10,639,492
Whirlpool Corp.	189,956	181,313	254,614	801,273	868,949	1,570,916	2,873,749	5,313,479
Zenith Radio Corp.	1,927,219	2,158,601	1,911,205	2,352,663	2,128,823	1,951,057	2,074,487	2,197,651

One pattern is clear among the 20 \$1,000,000 and over advertisers in the appliance business: the low spenders stayed that way and the big spenders spent more almost every year. Clearly, the category is divided into high and low levels of expenditure, with General Electric Co., Westinghouse Electric Corp., and Radio Corp. of America on top.

One notable exception is the Whirlpool Corp. (formerly Whirlpool-Seeger Corp.) which hoppedscotched its expenditures from \$189,956 in 1950 to \$5,313,479 in 1957. Two others, Amana Refrigeration, Inc. and Servel Inc. came in and went out of the advertising picture between 1950 and 1957.

(Whirlpool bought Servel's appliance business this year).

But whatever appliance advertisers didn't have in common financially, they did agree on one thing: every one bought magazine space in every year. Newspapers ran a poor second in popularity, with seven advertisers failing to use them in every year: Amana, The Hoover Co., Landers, Frary & Clark, Magnavox Co., Murray Corp. of America, Servel and Whirlpool. Singer Mfg. Co. didn't use newspapers in any year.

The third print medium, magazine sections, also had one abstainer — Amana. Generally, sections were bought sparingly, with four advertisers buying them in only one

year. Only GE, Landers Frary and RCA bought magazine sections every year.

Broadcast media got a much smaller share of the ad dollar. Two of the appliance manufacturers never used net radio from 1950 to 1957, and just three advertisers spent as much as \$1,000,000 on net radio in a year.

Net TV, on the other hand, was more popular. Six companies used net TV in every year from 1950 on, while five waited until either 1953 or 1954 before plunging in to the medium. They were Amana, Hoover, Maytag Co., Sunbeam Corp. and Zenith Radio Corp.

## AUTOS, ACCESSORIES, GAS AND OIL

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
American Motors Corp.	—	—	—	—	7,492,520	8,454,424	7,118,131	4,786,191
American Petroleum Institute	590,440	1,298,805	1,264,183	1,375,638	1,382,039	805,407	609,702	102,276
Champion Spark Plug, Co.	1,364,760	1,510,169	1,336,938	1,424,156	1,544,729	1,608,908	1,712,568	2,388,726
Chrysler Corp.	19,578,008	20,338,179	19,461,499	26,422,232	29,751,899	52,033,471	44,244,456	55,808,606
Cities Service Co.	1,177,888	1,093,300	1,074,243	1,359,324	1,964,984	1,629,406	1,152,301	1,106,449
Continental Oil Co.	731,130	806,353	722,508	866,027	1,061,960	1,251,430	1,242,482	1,110,728
Electric-Auto Lite Co.	1,275,458	2,373,710	2,391,763	2,716,565	1,789,533	542,701	645,879	696,771
Ethyl Corp.	901,222	1,031,445	1,015,386	1,092,185	1,104,263	1,138,125	1,286,969	766,905
Firestone Tire & Rubber Co.	2,740,220	3,561,122	5,047,298	4,888,162	5,144,117	6,068,400	6,253,406	6,197,127
Ford Motor Co.	21,645,522	17,172,379	20,025,719	29,136,367	32,548,927	47,441,531	46,418,870	57,879,295
General Motors Corp.	42,730,485	36,928,064	39,177,518	61,876,930	72,036,827	108,929,550	98,550,935	90,545,065
General Tire and Rubber Co.	739,261	1,279,438	1,262,610	1,157,083	1,855,784	1,904,709	2,301,074	2,549,715
Goodrich, B. F., Co. The	2,283,001	2,600,804	3,307,325	3,289,659	3,756,122	3,526,654	3,644,123	3,128,547
Goodyear Tire & Rubber Co.	4,195,241	5,836,534	8,275,265	7,948,630	8,978,809	9,711,347	9,690,879	10,497,639
Gulf Oil Corp.	2,188,747	2,232,090	2,911,015	2,664,588	4,075,774	5,142,182	4,818,281	5,631,352
Hudson Motor Car Co.	3,255,884	3,103,780	2,713,668	3,623,930	—	—	—	—
Kaiser-Frazer Corp.	2,743,372	3,044,701	2,334,740	7,779,172	4,163,257	833,513	871,702	1,627,224
Motor Products Corp.	388,694	469,975	808,464	1,264,883	456,599	484,826	—	—
Nash-Kelvinator Corp.	4,821,304	4,754,056	4,447,367	6,683,744	—	—	—	—
Pacific Western Oil Corp.	193,032	188,132	191,779	204,446	835,670	1,063,835	—	—
Packard Motor Car Co.	2,222,694	3,445,423	3,617,412	3,261,024	—	—	—	—
Phillips Petroleum Co.	1,091,049	1,217,936	1,423,475	751,263	1,612,056	1,666,121	1,527,294	1,828,445
Pure Oil Co.	971,197	918,598	939,635	911,834	407,436	670,695	922,922	1,015,669
Shell Oil Corp.	1,729,222	1,535,402	1,284,679	2,640,084	2,436,045	3,616,403	5,059,565	4,872,541
Sinclair Oil Corp.	1,247,871	1,805,826	1,646,163	1,633,345	1,619,126	1,520,557	2,514,130	2,037,871
Socony-Vacuum Oil Co., Inc.	2,757,407	2,654,850	2,660,434	2,900,008	4,433,708	3,874,249	3,823,755	4,388,629
Standard Oil of Calif.	1,405,008	1,096,816	1,167,167	1,405,947	1,554,818	1,205,777	1,640,727	1,826,398
Standard Oil of Indiana	1,949,374	2,733,198	2,610,033	2,848,719	3,554,239	3,351,339	3,168,899	3,856,624
Standard Oil of New Jersey	1,554,272	1,722,881	1,522,773	1,845,668	2,635,322	3,006,614	4,516,982	4,110,519
Studebaker Corp.	4,569,362	3,826,356	3,578,985	2,937,727	6,748,754	10,425,108	8,105,272	5,446,513



COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
un Oil Co.	1,888,013	1,912,775	1,515,767	2,164,433	2,795,322	3,489,517	2,547,584	1,988,756
exas Co.	2,539,572	3,365,879	4,732,562	4,387,393	6,168,586	7,180,053	4,752,138	2,819,811
edewater Associated Oil Co.	781,378	833,082	936,245	819,122	289,692	525,370	326,172	1,106,714
nion Oil Co. of Calif.	635,949	680,511	908,035	1,017,141	1,301,579	1,338,203	1,244,185	1,708,465
S. Rubber Co.	2,464,983	2,772,005	3,190,550	3,614,887	2,375,088	2,130,617	3,191,265	3,160,210
Western Auto Supply Co.	245,951	518,410	850,008	907,464	887,784	854,480	1,202,746	946,481
Willys-Overland Motors, Inc.	1,203,086	1,786,054	2,861,025					

The automotive business and related fields, of course, comprise a relatively small industry which spends relatively large amounts on advertising across the board. In the five major media surveyed here General Motors Corp., as you would expect, led in expenditures, with Chrysler Corp. and Ford Motor Co. running second, spending almost the same as one another. American Motors Corp., which acquired Hudson Motor Car Co. and Nash-Kelvinator Corp. in 1953, and Studebaker-Packard Corp. formed by a merger of Packard Motor Car Co. and Studebaker Corp. in 1955, spent about a fifth or less in any year than any of the Big Three."

The remaining auto makers who were advertising in 1950 but not in 1957 were: Kaiser-Frazer Corp. and Willys-Overland Motors, Inc. Kaiser-Frazer is now called Kaiser Industries (changed from an interim name of Kaiser Motors) and owns The Overland Corp., which was formerly Willys-Overland.

All five media were used by all five auto advertisers in at least one year between 1950 and 1957, although Studebaker-Packard (and the two previous components under different names) used magazine sections in only four years.

Network radio received the smallest share of the advertising dollar, while magazines and newspapers accounted for the lion's share. These patterns notwithstanding, Chrysler in 1956 spent more on network TV than in either news-

papers or magazines. Perennially, Chrysler spent proportionately more of its advertising money for broadcast media than any of the other four auto manufacturers.

Closely allied to the auto business are the advertisers of "after-auto" accessories and components. There are nine which spent \$1,000,000 or over in any one year since 1950.

Again, magazine sections fared least well of the five media surveyed, though Goodyear did buy space in every year. The \$134,050 Goodyear spent in 1952 was the most invested by any advertiser in any year.

Every one of the advertisers in this classification bought magazines without exception every year. Newspapers, on the other hand, were somewhat less popular, and one advertiser, Western Auto, eliminated them altogether (Champion bought newspapers only in 1957).

Net radio was used sporadically. But net TV had stronger adherents, namely the large rubber companies: Firestone, Goodrich, Goodyear, U.S. Rubber. Most of these TV users steadily increased their expenditure in the medium each year.

Another industry similar to the "after-auto" in its automotive affiliation is the oil industry. Eighteen oil advertisers reached the \$1,000,000 mark in the eight years surveyed, and the patterns of their expenditures are unusually clear.

Only eight of the 18 oil adver-

tisers used magazine sections at all, and none of the eight used the medium in all eight years surveyed. Magazines, on the other hand, were bought by 13 advertisers in every year.

Continental Oil Co., Pacific Western Oil Corp., Pure Oil Co. and Sun Oil Co. missed buying magazines only one year each. Tide Water Associated Oil Co. suddenly stopped buying magazines after 1953.

Newspapers were used in every year by all 18 advertisers with three exceptions: American Petroleum Institute (which didn't use newspapers in two years), Pacific Western Oil Corp. and Ethyl Corp. (which didn't use newspapers at all).

Although only four advertisers totally abstained from using net radio in all years, no advertiser used the medium every year. Also, Continental Oil Co., Phillips Petroleum Co., Shell Oil Corp., Sinclair Oil Corp., and Standard Oil of California did not use net TV.

Three companies—Gulf Oil Corp., Standard Oil of Indiana and Texas Co.—used net TV in every year from 1950 to 1957.

Another significant point, perhaps, is that both Sun Oil Co. and Texas Co. spent about \$1,000,000 more on advertising in the five media in 1955 than in any other year. In the former case, print media buys accounted for the increase, while in the latter it was net TV and net radio which made most of the difference.

## BOOKS

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
Black, Walter J., Inc.	1,107,495	826,442	1,309,967	1,091,040	1,050,816	1,367,557	1,349,787	1,284,263
Book-of-the-Month Club, Inc.	311,763	498,412	520,295	653,618	745,916	1,144,904	849,078	782,760
Doubleday & Co., Inc.	3,490,701	3,180,498	2,864,380	2,935,380	3,061,392	3,031,830	3,390,646	3,744,816
Corncorn Press, Inc.	1,131,649	1,497,473	687,321	1,819,252	475,012			
Rise, William H. & Co., Inc.	1,111,563	884,926	467,155	361,621	199,845	197,647		

The five book publishers in this category traditionally confined themselves to print media, spending as much in magazine sections

as in magazines and newspapers. The only three publishers that advertised for the entire eight year period used all three print media

in each year: Walter J. Black, Inc., Book-of-the-Month Club, Inc., and Doubleday & Co. Inc.

(Continued on next page)

Significantly, Doubleday was the lone advertiser to use any quantity of network radio and/or TV. Book-

of-the-Month ventured once into the broadcast circuit, buying network radio in 1955. None of the

companies in this category showed a particular growth in advertising expenditure.

## BUILDING MATERIALS, CHEMICALS, GLASS AND METALS

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
Allis-Chalmers Mfg Co.	981,666	902,992	1,374,260	1,550,647	1,531,249	1,516,397	981,174	1,304,882
Aluminum Co. of America	1,101,595	1,387,528	2,238,146	2,484,331	3,153,197	2,923,872	4,569,137	5,271,528
Aluminium Ltd.	—	—	—	—	447,720	977,766	1,039,753	916,986
American Can Co.	—	—	222,099	263,450	787,870	804,288	747,680	1,594,734
American Cyanamid Co.	653,090	1,359,109	1,991,125	1,629,779	1,288,560	1,360,442	2,716,263	2,439,816
American Marietta Co.	—	—	1,145,025	971,602	699,677	838,749	656,659	913,704
American Radiator and Standard Sanitary Corp.	919,090	1,253,251	1,161,819	1,107,719	1,266,888	1,569,329	2,747,671	1,819,461
Anchor-Hocking Glass Corp.	1,057,913	1,438,579	345,080	86,832	474,830	182,800	152,880	71,036
Committee on Steel Pipe Research, American Iron & Steel Institute	—	—	—	—	—	—	1,342,300	—
Dow Chemical Co.	793,703	1,011,226	1,192,680	1,110,626	3,149,142	3,670,221	1,582,060	1,346,587
duPont de Nemours, E. I. & Co., Inc.	3,606,559	2,998,643	4,685,979	4,665,428	5,714,859	7,080,559	8,125,079	9,085,740
General Aniline & Film Corp.	791,225	1,015,238	1,311,003	1,083,737	1,034,249	840,594	1,194,901	1,166,170
General Dynamics Corp.	—	—	—	69,513	287,146	1,075,215	890,497	1,053,510
Glidden Co., The	1,180,060	1,453,783	1,445,080	1,170,291	990,364	1,152,643	1,435,954	1,456,375
International Harvester Co.	2,042,701	1,821,085	1,838,255	2,110,473	2,139,963	2,171,980	1,790,257	2,089,690
International Nickel Co. of Canada Ltd. General Promotion	893,436	859,845	1,042,529	1,001,320	844,404	896,083	981,654	851,904
Johns-Manville Corp.	1,426,130	1,663,878	1,588,954	1,535,797	1,944,544	1,356,367	1,579,144	1,604,961
Kaiser Aluminum & Chemical Corp.	289,994	408,570	351,918	349,800	798,935	1,060,985	2,378,397	2,776,127
Kennecott Copper Corp.	—	—	608,842	697,397	799,616	782,268	1,269,288	990,389
Kimberly-Clark Corp.	271,310	225,220	157,860	146,714	177,366	331,414	4,357,057	4,415,620
Minnesota Mining & Mfg. Co.	511,972	1,151,212	959,924	1,341,923	1,992,027	1,854,392	2,219,946	2,451,318
Libbey-Owens-Ford Glass Co.	269,795	361,202	846,740	859,030	929,385	1,171,190	1,868,225	1,868,225
Monsanto Chemical Co.	578,960	764,820	1,370,997	1,435,391	5,236,117	4,035,832	4,644,918	1,271,749
National Steel Corp.	238,421	922,446	1,010,298	1,282,975	1,135,448	1,015,762	1,088,002	1,174,645
Olin Mathieson Chemical Corp.	—	—	—	—	2,073,751	2,598,136	1,731,062	2,043,682
Owens-Corning Fiberglass Corp.	162,240	269,250	649,983	1,190,115	682,925	762,190	678,469	570,963
Owens-Illinois Glass Co.	144,146	287,704	163,237	158,857	286,215	401,545	1,301,149	1,354,623
Portland Cement Assn.	301,739	325,823	463,626	553,494	1,017,738	941,389	1,023,106	1,400,876
Republic Steel Corp.	223,939	588,044	641,513	521,117	798,540	1,121,435	1,244,600	1,081,508
Reynolds Metals Co.	792,811	1,022,453	2,261,423	2,197,747	2,533,179	2,849,795	3,470,310	3,390,795
Revere Copper & Brass, Inc.	1,083,245	1,171,826	1,497,709	1,174,618	1,221,100	1,108,820	883,525	538,701
Stewart-Warner Corp.	417,123	628,943	669,812	1,408,121	1,047,026	676,284	525,866	505,789
Union Carbide Corp.	1,878,386	2,559,296	2,515,114	3,072,875	2,747,507	2,739,051	3,001,221	3,405,093
U. S. Steel Corp.	2,617,165	2,699,445	2,474,044	2,662,827	3,153,626	3,860,506	4,257,100	5,034,864

The 35 companies in the industrial category who spent at least \$1,000,000 in any one year since 1950 were particularly strong in magazines. Ten didn't use the medium in all years, but only one of these, Anchor-Hocking Glass Corp., didn't use magazines because of choice. The other five advertisers either were not advertising in excess of \$50,000 in the five media as early as 1950 or were differently incorporated (viz. Olin Mathieson Chemical Corp. previously Olin Industries and Mathieson Chemical Corp.).

Newspaper expenditures by these advertisers range from Johns-Manville Corporation's \$5,225 in 1957 (the first money it put into the medium since 1950) to the \$1,652,677 duPont de Nemours, E. I. & Co., spent in 1957. (the zenith of a gradual increase started in 1950 with \$328,178).

On-again-off-again newspaper buys were a hallmark of the industrial category. For example, Aluminum Co. of America spent as little as \$44,673 in 1952 and as much as \$853,673 in 1957. Similarly, American Radiator and Standard Sanitary Corp. spent \$41,181, in 1952, nothing in 1953, and then \$290,742 four years later in 1957. Such tactics are out of ratio with the total yearly expenditures of the companies.

Ten of the industrial advertisers did not use magazine sections in any year, while four more used the medium in only one year. The largest magazine section advertiser was duPont, which spent \$572,220 in 1957.

The biggest spenders in network radio were two farm machinery manufacturers, Allis-Chalmers Manufacturing Co. and International Harvester Co., each of which

spent close to \$500,000 per year (though International Harvester didn't buy every year).

In network TV only two advertisers, Alcoa and Minnesota Mining & Manufacturing Co. stayed with the medium uninterruptedly from 1950 to 1957. Both started with around \$50,000 in 1950 and steadily increased their TV budgets. In 1957 Alcoa spent \$2,070,723 and Three M's spent \$1,055,479.

Nine companies, however, spent nothing in network TV over the eight years. Most significant TV buying pattern was that of coming into the medium, staying for several years and then dropping out or coming in around 1954 and staying after not previously having been a TV advertiser.

The aluminum companies showed the most outstanding growth in sheer number of dollars spent from 1950 to 1957.



## BUSINESS MACHINES

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
Burroughs Adding Machine Co.	430,628	540,307	852,771	792,101	946,799	1,065,163	1,241,041	1,028,294
International Business Machines Corp.	549,690	601,888	632,350	502,490	940,940	1,163,606	1,357,481	1,014,095
National Cash Register Co.	353,033	375,481	411,792	504,048	591,748	863,192	1,211,413	1,463,832
Remington Rand, Inc.	818,006	991,647	1,265,622	1,402,030	2,080,676	—	—	—
Royal Typewriter Co., Inc. (Royal McBee)	263,364	332,839	456,399	488,921	1,059,340	1,372,593	1,450,691	1,684,411
Sperry Corp., The (Sperry Rand Corp.)	110,275	176,764	230,474	291,012	490,367	4,084,182	5,557,127	6,803,537

There are just six \$1,000,000 and over national advertisers in this field and between 1950 and 1957 they depended primarily on print media. However two, Royal McBee Corp. and Sperry Rand Corp., used network TV in two and three years, respectively.

The remaining three companies, Burroughs Adding Machine Co.,

International Business Machines Corp. and National Cash Register Co., confined their advertising investment primarily in magazines, with some (mainly by IBM) using newspapers. Royal and Sperry spent heavily in magazines.

Although IBM bought newspapers every year, the other four companies bought this medium spo-

radically. This pattern also is true of magazine sections, which Burroughs and National Cash failed to buy altogether.

The biggest single advertiser is Sperry, since its 1955 merger with Remington Rand Inc. For the same reason, it shows the largest growth in advertising expenditures over the eight years surveyed.

## COMMUNICATIONS AND UTILITIES

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
American Gas Assn.	601,800	636,349	734,120	700,100	706,123	753,356	982,350	2,397,092
American Telephone and Telegraph	4,206,792	3,983,612	4,515,055	4,782,911	6,399,801	8,269,177	10,959,013	11,233,431
Baltimore Gas & Electric Co.	—	—	72,479	—	—	—	790,525	1,006,058
Electric Cos. Advertising Program	1,296,555	1,150,260	1,265,913	1,538,697	1,309,470	1,441,712	1,658,713	1,944,504
International Telephone and Telegraph Corp.	717,155	765,604	877,038	1,062,772	585,791	502,592	252,014	375,460
Western Union Telegraph Co.	192,355	379,304	421,502	571,938	729,338	1,027,202	861,429	1,229,371

There was little pattern to the way the six companies in this classification bought media, each apparently buying according to his unique problems. For example, Baltimore Gas & Electric Co. spent all its money in newspapers.

The other five advertisers all bought magazines every year, and at least some net TV. The Electric

Cos. Advertising Program and American Telephone & Telegraph favored net radio heavily. But American Gas Assn., International Telephone & Telegraph Corp. and Western Union Telegraph Co. only used net radio occasionally.

Just two of the companies, AT & T and IT & T, used magazine sections at all. Another two, Ameri-

can Gas and Electric Cos., did not use newspapers at all.

Perhaps the two most interesting advertisers were American Gas and AT & T. The former leaped into net TV in 1957 suddenly spending an additional \$1,462,692 a year. The latter was interesting because it steadily increased expenditures.

## COSMETICS AND DRUGS

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
Abbott Laboratories	—	—	690,571	712,201	576,608	366,483	981,358	1,296,673
Antell, Charles, Inc.	—	—	501,587	594,427	854,825	1,903,115	270,245	—
Associated Products, Inc.	233,319	260,073	501,587	594,427	854,825	908,788	647,427	1,238,168
Bishop, Hazel, Inc.	110,215	903,033	1,639,353	2,588,084	3,186,621	3,476,164	2,879,332	—
Block Drug Co., Inc.	2,186,500	2,225,551	3,125,236	3,427,074	2,081,766	2,020,465	1,739,612	839,847
Carmart, Inc.	272,484	1,753,647	—	86,976	141,239	—	151,488	—
Creck, John H., Inc.	274,580	392,141	611,792	729,625	986,076	1,197,071	1,905,269	1,781,200
Cristol-Myers Co.	6,874,904	7,679,945	8,026,347	6,912,943	8,225,450	12,921,528	15,536,322	20,623,368
Campana Corp.	1,092,854	1,190,571	1,234,146	1,303,056	1,828,786	1,964,696	1,006,509	970,280
Carter Products, Inc.	1,096,520	1,666,333	2,445,658	3,254,532	2,789,334	1,828,865	1,221,454	2,873,458
Chesebrough Mfr. Co.	1,885,594	2,382,751	2,350,085	2,251,348	1,097,340	4,297,520	3,946,288	4,881,050
Clairol Inc.	—	112,609	217,255	230,106	325,031	340,722	666,261	1,063,242
Colgate-Palmolive Co.	17,399,290	24,162,830	29,561,307	33,759,691	33,607,968	34,860,928	37,151,289	32,797,075
Consolidated Cosmetics Co.	—	98,691	179,143	2,643,946	2,855,218	292,967	—	—
Curtis, Helene, Industries	488,278	640,826	1,382,507	2,266,173	4,250,333	5,044,682	—	—
Drugstore Television Productions	—	1,587,301	898,092	—	—	—	—	—
Emerson Drug Co.	1,175,568	954,061	1,150,455	1,292,315	460,760	567,957	—	—
Fano-Scott & Brown	207,415	234,595	282,753	1,138,120	188,538	—	—	—
Factor, Max & Co.	610,020	973,314	753,983	456,680	624,394	794,895	1,213,917	3,536,971
Ex-Lax, Inc.	287,440	528,205	1,452,220	1,521,689	920,269	352,427	447,870	307,451
Prove Labs, Inc.	1,069,409	1,066,259	723,063	632,538	912,538	1,868,507	2,378,191	1,762,751
Helene Curtis Industries, Inc.	—	—	—	—	—	—	7,205,864	7,850,907
International Cellucotton Products Co.	2,875,192	2,745,465	3,587,315	4,978,780	5,037,912	6,045,517	—	—
Kergens, Andrew, Co.	3,234,427	3,651,492	3,167,834	4,820,166	4,251,797	3,377,216	3,148,456	2,710,668

## COSMETICS AND DRUGS *continued*

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
Johnson & Johnson	3,023,631	3,780,171	3,715,166	4,218,646	4,994,655	6,254,851	6,220,644	7,520,835
Lambert Co., The	2,331,671	2,567,742	2,313,950	2,644,507	2,683,935			
Lanolin Plus, Inc.						1,753,702	1,919,504	1,086,345
LeBlanc Corp. (Hadacol)	2,036,026	1,432,273						
Leeming, Thomas & Co., Inc.	833,593	1,107,910	1,323,933	1,185,598	829,227	1,041,728	539,885	284,057
Lehn & Fink Products Corp.	1,584,578	1,517,817	1,472,907	1,480,893	1,240,118	2,826,186	2,433,602	3,242,613
Lewis-Howe Co.	1,638,919	1,525,174	1,536,344	1,490,794	1,803,138	2,161,143	1,504,156	1,532,535
Lever Bros. Co.	19,689,563	22,888,739	26,986,643	24,77,183	21,050,751	21,367,319	24,166,181	35,062,755
McKesson & Robbins, Inc.	524,087	1,844,668	1,826,015	654,402	1,045,406	1,161,097	1,135,994	2,057,507
Mennen Co., The	951,066	1,470,403	2,199,140	1,836,110	2,081,732	2,085,336	3,181,823	3,963,704
Miles Labs, Inc.	9,023,892	8,301,309	8,469,511	8,504,696	8,109,113	7,907,672	5,571,659	5,996,979
Montenier Inc., Jules	566,427	994,796	1,472,019	1,949,259	1,189,756	1,270,065		
Nepara Chemical Co., Inc.	1,990,133	599,043	192,956			647,337	895,620	
Northam Warren Corp.	582,127	512,916	556,293	686,073	659,107	729,570	864,013	1,092,675
Norwich Pharmacal Co.	1,609,428	1,244,158	1,566,907	1,731,384	1,785,842	2,060,450	2,831,839	2,784,251
Noxema Chemical Co.	1,243,742	1,200,010	1,800,421	1,875,136	1,018,623	1,318,868	1,241,220	1,526,552
Pearson Pharmacal Co., Inc.	313,996	993,086	1,922,170	370,594	111,151	526,999	1,165,921	
Pharmaceuticals Inc.							6,247,476	10,279,539
Plough, Inc.	875,259	972,110	913,572	976,008	1,009,454	1,200,199	1,311,777	1,873,958
Ponds Extract Co. Export Ltd.	1,998,088	2,130,186	2,039,742	1,932,469	2,025,564			
Procter and Gamble Co., The	33,626,327	47,174,616	45,517,856	44,016,318	49,836,620	57,191,958	61,380,145	64,116,536
Revlon Products Corp.	292,509	854,620	984,146	1,246,478	2,406,832	4,579,673	7,472,615	9,566,894
Rexall Drug Co.	1,183,673	1,624,777	2,991,537	3,429,254	4,405,875	2,797,427	3,790,561	3,520,167
Rubinstein, Helena, Inc.	699,217	1,037,269	305,001	946,968	617,839	463,331	1,533,964	1,783,316
Serutan Co.	1,497,648	1,737,334	1,478,553	2,725,667	5,266,153	4,293,457	469,072	
Shulton, Inc.	704,643	779,957	1,118,600	1,066,857	1,095,682	1,222,294	1,860,270	2,216,133
Squibb, E.R., & Sons	1,171,180	1,584,869						
Sterling Drug Inc.	11,412,484	11,187,538	11,156,361	11,010,930	8,919,299	8,514,135	7,403,917	9,904,732
Tampax, Inc.	774,201	859,918	1,039,107	1,114,833	1,177,167	1,202,191	1,238,597	1,436,555
Vick Chemical Co.	943,643	1,073,755	738,262	675,385	1,222,497	1,917,937	2,279,488	2,420,640
Warner Hudnut Inc.		1,330,609	1,631,191	1,234,892	1,123,324	4,847,849	5,636,224	8,432,261
Wildroot Co., Inc.	1,925,247	2,147,885	2,292,286	1,690,531	764,867	1,046,625	1,604,411	1,842,375
Williams Co., J. B.	815,070	956,499	1,384,115	1,262,962	1,281,888	1,049,657	734,100	
Yardley of London, Inc.	827,767	883,430	835,284	1,008,652	1,535,821	1,573,371	1,605,173	1,634,330
Zonite Products Corp.	613,026	518,634	498,150	485,207	1,150,631	844,432		

Mergers and name changes are as significant as the media changes of the 58 companies in this category. Bymart-Tintair Inc. became the new name of Bymart Inc. Kimberly-Clark Co. acquired International Cellu-cotton Products Co. and turned it into the Cellucotton Sales Division.

Chemway Corp. bought Zonite Products Corp. and made it a division. Chesebrough Mfg. Co. became the new name of Ponds Extract Co. Helene Curtis Industries Inc. acquired Jules Montenier, Inc. Consolidated Cosmetics Co. became Lanolin Plus, Inc.

Olin Mathieson Chemical Corp. took on E. R. Squibb & Sons as a division. Pharmaceuticals Inc. was formed from Serutan Co. and J. B. Williams Co. Harold F. Ritchie, Inc. now produces Eno-Scott & Brown products. Warner-Chillcott Labs. bought Nepara Chemical Co., Inc. as a division. Warner-Lambert Pharmaceutical Co. was the result of a merger of The Lambert Co.

and Warner-Hudnut, Inc. with Emerson Drug Co.

The history of media expenditures indicates the fiercely competitive atmosphere of this business. While Revlon Products Corp., for example, increased its expenditures from \$292,509 in 1950 to \$9,566,894 in 1957, Block Drug Co., Inc. dropped from \$2,186,500 in 1950 to \$839,847 in 1957. Companies such as LeBlanc Corp. (Hadacol) rose and fell quickly, while the oldline resources such as Procter & Gamble Co. (this classification's largest advertiser) almost doubled their expenditures over the eight years.

Few patterns emerged in the buying of each of the five media. One pattern that's clear, however, is the hesitancy of the medium-sized advertisers such as Lehn & Fink Products Corp., The Mennen Co., Norwich Pharmacal Co. and Rexall Drug Co.—to buy net TV until 1951 or 1952. Sametime, the larger companies bought net TV consistently from 1950 on, while

the smaller companies only bought it occasionally.

Net television's companion medium net radio, seemed to have either devoted buyers or buyers that consistently spent anywhere but in net radio.

While four advertisers—Abbott Labs, Plough, Inc., Helena Rubinstein, Inc. and Tampax, Inc.—used no broadcast media in any year, only one advertiser, Drugstore Television Productions, used no print media whatsoever.

Magazines and newspapers carried the bulk of the load for most advertisers in the cosmetics & drugs field, and neither medium was ever used without the other.

This generally free use of all five media was particularly true of the five advertisers averaging \$10,000,000 and over per year: Bristol-Myers Co., Colgate-Palmolive-Peet Co., Lever Bros. Co., Procter & Gamble Co., Sterling Drug Inc.

## FOOD, BEVERAGES AND CONFECTIONS

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
American Chicle Co.	60,017	760,455	3,290,186	2,270,025	1,964,286	1,739,689	2,016,461	2,652,666
American Dairy Assn.	544,443	819,603	976,035	1,209,319	2,450,294	2,724,730	3,128,567	3,285,255
American Meat Institute	1,631,654	1,580,394	1,566,057	340,240	540,574	135,540	566,447	336,845
Armour & Co.	4,718,804	5,744,560	5,882,523	6,031,603	6,397,025	6,504,022	8,591,689	9,082,096



# FOOD, BEVERAGES AND CONFECTIONS *continued*

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
Atlantis Sales Corp.	1,195,487	1,257,341	1,397,417	1,713,688	1,651,548	1,934,260	2,465,015	2,765,125
Beech-Nut Packing Co.	666,022	639,078	622,637	734,034	167,504	763,663	1,768,353	1,405,145
Best Foods Inc.	2,566,446	2,899,149	1,692,022	2,305,306	3,134,340	4,280,633	4,355,852	4,153,172
Borden Co., The	3,562,654	4,467,930	4,233,056	5,248,435	6,431,896	8,299,142	7,415,154	7,542,403
California Fruit Growers Exchange	1,155,123	1,588,777	1,516,414	—	54,261	—	—	—
California Packing Corp.	2,163,445	2,134,676	2,795,905	2,656,332	2,510,936	2,702,843	2,969,127	3,378,819
Campbell Soup Co.	9,804,912	10,139,038	9,702,822	11,094,157	11,767,988	12,578,720	15,723,631	14,887,726
Canada Dry Ginger Ale, Inc.	1,872,308	2,725,538	2,325,967	2,277,092	2,026,761	2,313,288	2,725,640	3,078,599
Carnation Co.	2,722,390	3,063,317	2,942,551	3,372,174	5,548,371	7,585,220	6,460,188	6,286,295
Clinton Foods, Inc.	833,463	958,298	625,619	2,023,305	1,176,804	—	—	—
Coca-Cola Co.	5,359,367	4,580,706	4,724,212	6,233,081	6,082,929	7,840,757	7,229,733	5,791,523
Continental Baking Co., Inc.	1,913,630	1,880,905	2,021,465	2,387,431	2,191,692	3,301,987	3,414,974	2,838,381
Corn Products Refining Co.	2,105,202	2,449,747	2,179,571	3,070,208	3,172,761	3,926,717	5,245,064	5,855,358
Cudahy Packing Co.	2,078,975	1,605,604	830,880	828,032	656,013	81,875	125,115	209,810
Florida Citrus Commission	1,093,958	1,336,193	1,593,151	1,676,439	3,472,384	2,987,053	1,043,509	2,367,125
Folger & Co., J. A.	600,489	750,527	689,277	1,016,522	876,708	1,105,955	865,764	546,420
General Foods, Corp.	23,037,473	27,682,394	28,331,884	29,965,705	32,418,050	35,963,289	31,224,946	31,798,645
General Mills, Inc.	13,880,481	13,965,846	16,893,528	15,979,831	18,098,358	19,303,108	20,120,686	19,442,725
Gerber Products Co.	1,156,726	1,348,455	1,408,208	1,783,183	2,024,335	2,085,874	2,332,679	3,274,079
Great Atlantic and Pacific Tea Co. of America	1,453,785	1,434,267	890,891	724,715	1,721,565	2,436,497	930,490	907,655
Green Giant Co.	1,283,953	1,347,675	1,490,403	1,851,422	1,258,262	1,124,514	1,283,514	1,307,719
Hawaiian Pineapple Co., Ltd.	533,821	716,255	1,052,159	128,262	1,210,110	1,204,859	1,318,291	2,280,681
Heinz, H. J., Co.	2,555,392	3,210,263	3,237,661	3,068,783	2,973,712	4,548,820	4,362,108	4,694,997
Hormel, George A., & Co.	1,673,576	1,606,261	893,504	1,268,160	801,525	886,073	1,115,553	1,099,458
Hunt Foods, Inc.	916,521	2,154,614	3,199,340	2,623,248	1,640,910	4,661,785	1,705,759	3,746,919
Kellogg Co.	5,055,332	6,867,511	7,171,866	8,678,583	8,746,510	8,464,555	9,229,412	12,529,163
Lemon Prds. Advisory Board	—	257,876	318,663	—	1,180,889	890,234	267,253	—
Libby, McNeill, & Libby	2,342,241	2,564,975	1,764,248	2,201,898	1,768,565	1,790,555	2,612,285	2,144,473
Mars, Inc.	1,080,263	1,804,465	1,742,941	1,621,340	1,459,726	860,904	686,960	957,685
Minute Maid Corp.	744,514	537,403	707,707	493,715	350,140	1,666,845	1,496,334	1,095,067
Morrell, John & Co.	438,155	567,637	726,958	732,695	671,521	1,087,704	1,072,965	974,207
Morton Salt Co.	480,326	734,288	736,489	756,093	1,023,892	1,052,514	1,158,970	613,061
National Biscuit Co.	4,746,393	4,602,881	4,069,634	3,697,095	4,819,290	7,468,909	7,272,634	6,707,810
National Dairy Products Corp.	8,026,208	11,038,442	9,684,387	11,216,157	13,008,123	16,482,853	16,692,098	16,537,836
Nehi Corp.	237,094	281,154	402,562	370,666	1,023,925	635,308	512,332	439,642
Nestle Co., Inc. The	1,268,785	1,435,949	2,376,260	4,326,079	5,223,567	6,333,330	7,444,607	7,023,509
Pan-American Coffee Bureau	892,662	1,039,749	893,425	933,004	885,633	690,542	464,107	424,150
Penick & Ford, Ltd.	691,558	836,428	1,075,029	740,779	335,361	629,525	676,800	705,932
Pepsi-Cola Co.	2,687,443	1,248,628	1,473,632	3,108,248	3,563,175	3,731,974	4,310,507	5,005,287
Pet Milk Co.	1,494,062	1,824,418	2,076,541	3,397,162	3,080,780	2,955,581	2,511,737	3,331,092
Pillsbury Mills, Inc.	6,202,392	8,150,345	7,444,699	8,307,732	8,383,782	10,988,581	10,368,337	8,476,116
Pineapple Growers Assn. of Hawaii	—	—	448,329	1,339,664	1,257,204	481,973	—	—
Quaker Oats, Co.	5,026,176	7,294,793	7,669,116	8,272,019	8,799,180	8,224,890	8,031,042	10,954,323
Ralston Purina Co.	1,900,666	2,551,649	2,041,674	2,425,065	2,230,191	1,763,903	2,672,346	3,829,159
Rath Packing Co.	157,480	113,348	181,416	113,970	378,104	614,118	1,194,426	1,580,109
Safeway Stores, Inc.	798,519	886,678	963,884	1,362,440	1,792,270	2,191,389	1,248,860	472,074
Seven-Up Co.	2,059,168	2,062,185	2,234,769	2,240,659	2,252,846	1,701,480	1,803,856	2,363,830
Standard Brands, Inc.	5,482,797	6,626,200	6,460,495	6,660,495	7,926,186	8,272,624	10,158,042	12,670,952
Star-Kist Foods, Inc.	—	—	—	1,759,495	1,341,914	807,279	604,441	633,034
Stokely-Van Camp, Inc.	1,378,125	1,405,578	2,122,056	1,000,030	1,220,513	1,443,422	1,208,949	2,360,238
Sunkist Growers Inc.	—	—	—	1,739,168	1,581,700	1,648,832	1,470,337	1,275,457
Sunshine Biscuits Inc.	1,398,684	1,218,146	1,076,726	1,152,932	936,465	948,791	1,538,343	1,592,844
Swanson C. A. & Sons	398,435	694,942	1,095,280	1,318,235	2,327,936	—	—	—
Sweets Co. of America, Inc.	231,851	121,794	349,360	1,076,543	815,367	1,700,956	1,538,908	2,160,936
Swift & Co.	9,182,448	8,085,060	9,185,566	10,278,674	11,038,835	10,304,413	10,050,282	8,266,370
United Fruit Co.	304,132	428,813	294,663	338,409	138,214	109,812	486,449	1,014,199
Van Camp Sea Food Co., Inc.	841,994	504,949	461,066	455,058	1,109,473	451,642	922,247	1,022,412
The Wander Co.	1,002,233	979,901	921,765	518,443	748,754	685,561	605,159	451,581
Wesson Oil and Snowdrift Sales Co.	1,848,948	2,005,486	1,822,787	1,754,953	3,446,146	2,670,880	3,696,164	5,750,157
Wilson & Co., Inc.	394,612	1,140,759	697,385	754,558	1,902,587	2,102,446	1,706,897	1,307,764
Wrigley, Wm. Jr. Co.	3,785,289	4,405,144	4,715,870	4,421,742	4,466,442	4,726,104	2,714,320	2,517,025

Considering its large size (65 advertisers), this field was surprisingly stable from 1950 to 1957. Only two companies—Star-Kist Foods, Inc. (formerly French Sardine Co., Inc.) and Sunkist Growers, Inc. (formerly California Fruit Growers Exchange)—came into the category as new advertisers. There were, however, two mergers, a low percentage compared with the cosmetics & drug field.

Campbell Soup Co., acquired

C. A. Swanson & Sons and Standard Brands, Inc. acquired Clinton Foods, Inc. Last month, Corn Products Refining Co. announced the acquisition of The Best Foods, Inc.

Only two advertisers, the Lemon Products Advisory Bd. and the Pineapple Growers Assn. of Hawaii, came into and dropped out of the five media between 1950 and 1957.

Media, too, were bought in a

manner to indicate industry stability. Safeway Stores, Inc. was the only company that didn't buy newspapers in at least one year (American Meat Institute bought them in just one year).

Magazine buys were also consistent with most of the food advertisers. Only nine failed to use the medium in all years from 1950 to 1957, and two of these advertisers, Hunt Foods Inc. and Pepsi-

(Continued on next page)

Cola Co., were out of the magazine stable but one year apiece.

About a third of the food advertisers used magazine sections in all eight years.

One fifth of the advertisers bought no network radio, these companies being generally in the \$1,000,000 total expenditure range. On the other hand, only five advertisers used no network TV.

General Foods Corp. used the most network TV by far in the food field, starting with an expenditure of \$1,128,606 in 1950 and steadily increasing this outlay to \$16,156,601 in 1957. The second ranked net TV spender, General Mills, Inc., bought roughly half as much time in 1957.

For sheer growth in net TV with nary a backward step in buying in

any year, only six food advertisers made the grade: Armour & Co., Corn Products Refining Co., General Foods Corp., Gerber Products Co., The Nestle Co., Inc., Ralston Purina Co.

The group of food advertisers which spent \$5,000,000 or over in 1957 is also select: General Foods, General Mills, Inc., Kellogg Co., National Dairy and Swift & Co.

## HOME FURNISHINGS AND PAINTS

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
Armstrong Cork Co.	2,029,843	2,482,823	2,441,465	2,645,442	2,718,383	3,247,320	4,517,469	4,295,133
Bigelow-Sanford Carpet Co., Inc.	1,057,260	599,353	627,830	527,415	530,032	515,190	674,640	228,916
Congoleum-Nairn, Inc.	601,401	948,610	887,294	946,023	1,039,305	1,231,615	628,089	653,458
Gold Seal Co.	1,651,165	703,483	972,068	450,951	902,612	797,606	854,807	1,105,479
Kentile, Inc.	—	827,092	1,021,396	1,697,146	1,163,698	1,296,279	1,703,931	1,353,328
Kroehler Mfg. Co.	438,325	434,208	490,200	699,261	569,783	662,007	755,445	1,078,639
Mohawk Carpet Mills, Inc.	859,343	1,188,750	177,960	284,403	149,895	—	95,383	—
Pittsburgh Plate Glass Co.	773,981	1,138,832	1,495,050	1,576,631	1,500,019	1,574,694	1,803,427	1,936,011
Sherwin-Williams Co.	1,343,859	1,648,321	1,885,421	1,386,115	1,327,508	1,419,514	1,605,712	1,682,028
Shwayder Bros., Inc.	368,125	520,862	779,605	860,816	655,876	927,999	967,497	1,011,957
Simmons Co.	1,144,171	1,475,354	1,409,777	1,602,600	1,959,016	1,920,733	1,949,746	2,288,690

The trend toward leisure living and do-it-yourself is reflected in the expenditures of the 11 home furnishings and paint advertisers.

The budget of Pittsburgh Plate Glass Co., a paint advertiser, increased the most. Expenditures of a carpet advertiser, Bigelow-Sanford Carpet Co., Inc. dipped the most.

Another carpet advertiser also decreased its spending steadily until 1956, when it changed its name from Hohawk Carpet Mills, Inc. to Mohasco Industries, Inc. Generally, however, the hard floor covering

advertisers either held the line in their respective advertising outlays or increased them noticeably.

Kentile Inc., the lone newcomer to this category, began to spend in all three print media in 1951.

Armstrong Cork Co. was the only company to spend more than \$2,000,000 in any year. Armstrong, the biggest spender, changed its media strategy the most: it added newspapers and magazine sections in 1955 to its magazine and net TV buys (in 1953 Armstrong dropped net radio).

All of the home furnishings and

paint advertisers, however, used magazines every year. Newspapers were the second most popular choice according to number of years used, although only one company, Kroehler Mfg. Co., didn't use magazine sections at least one year.

On the other hand, few advertisers in this group used broadcast. Only Gold Seal Co. and Shwayder Bros. used net radio over the eight years surveyed. Every advertiser except Kroehler invested in net TV at least one year. Armstrong used net TV every year.

## HOUSEHOLD CLEANSERS AND WAXES

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
Babbitt, B. T., Inc.	2,829,267	2,313,780	514,662	172,938	695,770	1,425,469	2,000,580	787,989
Beacon Co.	780,243	694,143	1,170,193	1,214,783	1,504,220	1,127,488	1,299,611	1,417,867
Brillo Mfg. Co., Inc.	402,341	577,494	664,626	659,975	977,132	1,760,545	1,886,203	1,865,730
Clorox Chemical Co.	880,957	1,267,723	1,451,831	3,056,108	2,883,106	3,017,761	2,579,249	—
Drackett Co.	422,816	467,179	572,503	755,840	635,496	837,875	1,080,415	1,629,331
Fels & Co.	1,075,951	917,270	635,940	407,192	134,878	62,809	82,218	64,730
Johnson, S. C. & Son, Inc.	2,527,283	3,338,044	4,845,609	6,277,732	7,213,065	5,961,945	5,600,090	6,171,768
Manhattan Soap Co., Inc.	2,998,798	2,654,866	2,731,737	3,285,922	2,251,533	1,552,478	—	—
O-Cedar Corp.	632,310	1,205,799	—	—	—	—	—	—
Purex Corp. Ltd.	638,630	842,216	228,636	1,180,269	1,068,880	1,378,691	3,401,117	3,020,589
Staley Mfg. Co., A. E.	202,399	213,357	271,427	224,856	885,369	1,681,480	698,517	1,214,699
Simoniz Co.	648,392	1,052,499	1,438,038	2,054,870	2,756,970	2,859,139	2,137,661	3,809,563
S.O.S. Co.	670,689	809,528	1,390,371	1,821,659	1,451,791	1,605,018	726,120	2,036,424

Consistent growth as advertisers, and several mergers along the way, characterized the 13 companies in this category. Of the 13, three now belong to someone else: the Clorox Chemical Co. is now part of Procter and Gamble; Manhattan Soap Co., Inc. belongs to Purex Corp., Ltd.; O-Cedar Corp. is a subsidiary of American-Marietta.

Only two companies in this group failed to use magazines in all years surveyed. The same pattern held true for newspapers. Beacon Co., Brillo Mfg. Co., Inc., and Fels used no magazine sections in any year, while Clorox, Drackett and A. E. Staley Mfg. Co. bought magazine sections in every year.

In broadcast media, firms in this category favored network TV more frequently than network radio. S. C. Johnson & Son Inc. and S.O.S. Co. were in TV every year. Eight companies bought at least some net TV over the eight year survey period. Two advertisers, Fels and O-Cedar, abstained.



## INSURANCE

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
Allstate Insurance Co.	349,244	62,868	—	397,652	565,655	903,096	1,271,224	1,238,246
Bankers Life and Casualty Co.	130,471	261,073	243,828	1,230,835	969,788	1,072,167	228,634	101,299
Equitable Life Assurance Society of United States	1,215,742	1,019,940	981,639	88,663	1,013,752	1,432,534	1,695,238	2,476,310
Hancock, John Mutual Life Insurance Co.	413,541	619,955	750,785	686,300	1,014,107	1,135,308	1,105,626	951,029
Institute of Life Insurance	1,477,257	1,504,536	1,130,017	1,484,017	1,312,441	1,257,354	1,282,573	1,699,700
Metropolitan Life Insurance Co.	1,602,293	1,567,626	1,665,781	1,768,118	1,993,636	1,952,934	2,028,047	2,002,386
Mutual Benefit Health & Accident Assn.	311,897	745,020	1,429,178	2,269,813	2,617,097	2,408,597	1,997,346	1,768,954
New York Life Insurance Co.	630,753	949,135	1,224,290	1,431,126	1,347,418	1,962,781	2,503,251	3,324,799
Prudential Insurance Co. of America	2,290,036	2,584,486	2,856,506	2,384,382	2,977,389	3,229,971	5,287,628	5,357,191
State Farm Insurance Cos. (all forms)	203,996	404,613	580,554	741,537	1,091,776	1,786,704	1,800,422	2,016,435
Travelers Insurance Co.	425,810	548,242	685,480	640,959	770,982	979,846	1,088,842	1,309,995

Excluding the unusually heavy spending of Prudential Insurance Co. of America, the 10 other \$1,-000,000 and over advertisers generally put about \$1,500,000 annually into print media. Eight of these ten bought no net TV at all in the eight-year period surveyed, and four bought no net radio.

Prudential, in fact, was the only insurance advertiser which invested in net TV and net radio in every year surveyed. Only in 1950 and 1951, when it failed to buy magazine sections, did Prudential miss buying across the board in all five of the major media surveyed.

Only Allstate Insurance Co. did not buy magazines at all between 1950 and 1957 (spending all its money in newspapers). Every one of the companies bought newspapers in three years at least, and five of them bought newspapers every year.

## JEWELRY, PHOTOGRAPHIC AND WRITING EQUIPMENT, RAZORS, SILVERWARE

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
American Safety Razor Corp.	1,077,256	1,406,858	1,140,573	1,187,404	674,334	820,502	708,068	—
ASR Products Corp.	—	—	—	—	—	—	—	396,243
Bulova Watch Co.	213,548	301,665	—	—	—	70,820	1,482,684	1,244,923
DeBeers Consolidated Mines	533,140	592,780	682,163	631,211	709,591	833,036	1,053,810	1,306,645
Eastman Kodak Co.	2,187,468	1,981,291	2,554,377	4,032,798	4,829,543	5,644,425	6,546,760	8,028,224
Elgin National Watch Co.	736,096	836,716	1,168,773	1,216,434	1,065,901	1,318,641	976,379	1,109,004
Eversharp, Inc.	1,249,252	1,538,586	1,202,306	1,254,823	428,473	1,549,941	1,465,088	1,164,327
Gillette Safety Razor Co.	7,291,162	8,559,356	11,906,495	15,649,199	20,744,721	24,824,874	19,272,219	20,290,201
International Silver Co.	1,821,780	1,898,426	1,050,220	1,255,375	1,082,864	1,650,085	1,734,169	960,005
Longines-Wittnauer Watch Co., Inc.	1,014,469	1,521,782	1,687,167	1,250,799	1,966,662	2,028,972	1,419,020	1,362,379
North-American Philips Co., Inc.	—	60,479	110,965	229,524	512,240	719,896	1,024,915	1,046,773
Oneida Ltd.	1,341,465	1,428,528	986,084	1,025,167	923,990	905,709	1,084,487	1,086,681
Pal Blade Co.	565,270	1,085,448	536,844	—	—	—	—	—
Parker Pen Co.	960,006	1,551,487	1,176,916	1,089,700	1,385,799	927,648	610,568	1,010,102
Polaroid Corp.	118,281	—	196,281	548,867	663,906	594,963	838,048	1,142,202
Ronson Art Metal Works, Inc.	—	—	—	—	—	—	—	—
1955 Ronson Corp.	1,522,463	1,252,032	833,830	403,370	732,014	1,374,943	1,615,358	1,501,556
Sheaffer, W. A. Pen Co.	890,039	1,000,993	1,148,928	1,043,977	1,276,541	2,531,270	1,716,551	1,820,884
Schick Inc.	714,500	1,005,360	1,358,855	1,789,321	2,432,960	2,286,905	3,299,116	3,067,288
Speidel Corp.	528,013	599,250	695,715	944,735	933,655	637,819	1,263,523	1,587,018

Constant switches in media strategy between 1950 and 1957 characterize the spending patterns of the 19 advertisers in this group, eg. Bulova Watch Co., a net TV user in 1951, dropped out of all five media, returned as in 1955 a magazine advertiser.

Sametime, Oneida Ltd. bought only magazines for three years, then added net TV for two years, then added magazine sections for two years (dropping TV the second). By 1957 Oneida was back in magazines only.

De Beers Consolidated Mines used magazines exclusively from

1950 through 1957. Also, Speidel Corp. bought net radio and net TV in 1950, then switched to net TV for four years. In 1955 and 1956 Speidel added magazines to its net TV schedule, only to drop them in 1957.

Eastman Kodak Co. seemed to be on a three year plan. It bought only magazines in 1950 and 1951, then added magazine sections for three years, then added net TV for the next three years.

Eastman, along with Gillette Safety Razor Co. were by far the biggest spenders and both showed considerable steady growth in

amount of outlay. But it remained for Polaroid Corp. to show the greatest growth—from \$118,281 in 1950 to \$1,142,202 in 1957, mostly via magazines and net TV.

North American Phillips Co. Inc. also grew impressively. It jumped from using only magazines in 1951 to using, in addition, magazine sections, net TV and newspapers by 1957.

The use of newspapers and magazine sections was, in fact, rather spotty. Only five companies used newspapers in every year, while none of these nor the re-

(Continued on next page)

maining 14 companies used magazine sections every year. Magazines, though were bought in every year by all but three companies: Bulova, Polaroid and Speidel—all perennially heavy in TV.

## LIQUOR, BEER AND WINE

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
Anheuser-Busch, Inc.	1,486,292	1,891,911	1,681,096	3,041,609	3,576,767	2,888,354	2,119,695	2,760,637
Ballantine, P., & Sons	978,676	1,558,379	2,465,750	2,021,738	1,803,076	721,608	793,952	1,067,915
Brown-Forman Distillers Corp.	2,037,440	2,709,638	2,611,664	2,731,000	2,812,308	2,971,370	3,250,172	3,593,165
Distillers Corp.-Seagrams, Ltd.	12,682,879	14,126,884	15,402,655	16,076,756	16,416,836	16,416,836	19,828,478	19,988,689
Falstaff Brewing Corp.	388,258	230,046	784,667	1,197,891	1,348,882	938,458	1,244,826	962,469
Glenmore Distilleries Co. Inc.	2,070,082	2,655,388	2,245,394	2,386,540	1,989,899	2,516,762	2,244,197	2,742,419
Heublein, G.F., & Brother Inc.	779,894	859,896	1,127,519	1,572,895	1,567,834	2,122,717	3,725,651	4,403,149
Liebmann Breweries, Inc.	1,271,660	1,809,258	2,212,823	2,212,971	2,608,326	2,215,104	2,352,854	3,357,992
Miller Brewing Co.	668,841	1,035,675	1,221,687	1,327,696	2,131,684	1,585,219	1,711,467	1,629,901
Mogen-David Wine Corp.	—	—	—	—	—	—	1,404,912	1,953,260
National Distillers Products Corp.	7,100,497	10,339,363	8,064,461	10,212,320	11,527,200	11,777,377	13,572,347	14,180,813
Pabst Brewing Co.	2,246,942	3,002,802	3,063,659	1,043,758	3,383,602	3,583,499	3,314,586	2,061,545
Park & Tilford, Inc.	1,944,478	2,375,147	2,057,248	1,762,627	1,429,250	1,245,827	623,306	—
Publicker Industries, Inc.	2,805,993	3,599,138	1,704,801	2,176,479	2,067,961	2,288,766	2,662,982	2,034,627
Renfield Importers', Ltd.	1,376,838	1,763,366	1,789,987	1,970,155	2,167,157	2,602,384	2,936,893	3,557,358
Schenley Industries, Inc.	10,662,024	12,175,712	10,945,283	11,379,724	9,441,430	9,449,140	10,936,552	12,488,573
Schlitz, Joseph, Brewing Co.	2,405,688	3,260,628	3,733,430	3,733,430	4,089,049	4,055,263	4,125,809	7,157,022
Stroh Brewery Co.	103,645	140,838	255,055	395,994	480,595	761,155	943,507	1,020,284
Stitzel-Weller Distillery, Inc.	578,853	775,396	760,609	819,723	758,822	880,690	973,388	1,026,886
U. S. Brewers Foundation, Inc.	1,084,860	1,314,770	1,162,189	1,404,269	1,461,392	1,522,434	1,081,027	—
Walker, Hiram-Gooderman & Worts Ltd.	3,880,998	4,164,893	3,485,195	3,462,301	3,734,098	5,129,660	5,588,102	—
Wine Corp. of America	84,720	338,816	868,364	1,310,091	1,258,748	1,421,502	—	7,613,094

The distillers, brewers and vintners hardly hesitated to spend whenever and wherever they could, and many of them approximately doubled their outlay over the eight years surveyed.

Obviously, because of legislation, broadcast media fared noticeably poorer than print. Among the distillers, Park & Tilford and Schenley Industries, Inc. were the sole users of net radio. Even these buys were brief one and two-year sallies.

There was little hesitancy to go into net TV when possible, but only two of the 12 advertisers that did, bought the medium in all eight years: Pabst Brewing Co. and Joseph Schlitz Brewing Co. Six of the 12 were brewers, while two were vintners, and the remain-

While only eight of the advertisers used any net radio, just De Beers and Pal Blade Co., Inc. failed to use net TV at all. A.S.R. Products Corp. (formerly American Safety Razor Corp.) and Interna-

tional Silver Co. were the only advertisers to significantly decrease expenditures from 1950 to 1957. By 1957 both had dropped newspapers but retained magazine (and A.S.R. held on to net TV)

ing one was G. F. Heublein & Brother, Inc., a cordials-gourmet foods company. None of the three distillers that used net TV (Distillers-Corp.-Seagrams Ltd., National Distillers Products Corp., Schenley) used it to advertise liquor.

Print media, then, got the largest share of the ad dollar. Only two advertisers, Stroh Brewing Co. and Wine Corp. of America, failed to use magazines for at least one of the eight years. And only three advertisers, Mogen-David Wine Corp., U. S. Brewers Foundation Inc. and Wine Corp., didn't advertise in newspapers in every year.

Magazine sections, perhaps because of their Sunday-family connotation, were bought warily by the advertisers in this category.

They also were bought with one again-off-again gusto. Seagram spent \$1,260 in 1951 and \$382,651 in 1955. Sametime, Schlitz spent nothing in magazine sections until 1957, when it spent \$827,541 in the medium.

Two beer advertisers, Stroh and Schlitz showed the most significant ad expenditure growth. Only Mogen-David was a new advertiser since 1950, but three companies, Park & Tilford, Inc., U.S. Brewers and Wine Corp., discontinued advertising.

On the other hand, the two seemingly most stable ad budgets were held by Glenmore Distillery Co., Inc. and Publicker Industries Inc. They both spent around \$2,000,000 to \$2,500,000 each year.

## MEDIA

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
Columbia Broadcasting System, Inc.	714,804	964,812	947,886	1,059,287	1,234,077	3,119,552	2,372,385	2,035,332
Curtis Publishing Co.	521,011	1,004,862	2,206,113	1,583,439	2,564,908	2,328,981	2,342,251	2,568,974
Hearst Corp.	412,625	411,549	408,522	776,369	513,099	898,473	996,494	1,380,885
McCall Corp.	173,097	92,058	71,052	155,074	342,469	555,892	1,425,654	1,432,784
Reader's Digest Assn., Inc., The	209,366	275,303	357,954	385,559	575,958	907,901	1,565,568	1,776,645
Time, Inc.	1,360,668	1,381,215	2,413,302	712,319	1,479,387	2,836,661	3,030,910	4,008,981

Media show an intriguing pattern of growth over the eight years surveyed, with significant changes in spending by the magazine group.

Time Inc. spent the most with

an outlay of exactly \$4,008,981 in 1957. The only broadcaster in the million-plus list is Columbia Broadcasting Systems, Inc. which bought each of the five surveyed media

every year after 1951 (American Broadcasting System did not hit the \$1,000,000 mark; PIB figures for National Broadcasting Co. were not available, since NBC is a sub



subsidiary of Radio Corp. of America).

In addition to Time Inc. and CBS, Curtis Publishing Co., The Hearst Corp., McCall Corp. and Readers' Digest Assn. also spent over \$1,000,000 in at least one year. Of these, only McCall failed to use

a broadcast medium in at least one year.

Each of the media bought at least some space in magazine sections, although none bought magazine sections every year. Same-time, in newspapers, all six of the

\$1,000,000 and over advertising media bought lineage every year from 1950 to 1957.

CBS, Curtis, and Hearst bought magazines every year. McCall Corp. started using magazines in 1954, The Digest in 1952, Time Inc., 1951.

## SOFT GOODS

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
Burlington Mills Corp.	419,047	391,196	327,361	545,202	1,082,874	1,351,179	1,215,690	823,815
Cannon Mills Co.	1,595,052	1,833,978	2,110,953	3,003,681	1,893,461	2,192,591	2,456,062	2,608,538
Chemstrand			166,333	286,030	421,055	861,423	1,655,504	1,730,724
Cluett, Peabody & Co., Inc.	2,121,745	2,134,804	2,072,303	1,185,401	2,505,964	2,467,154	2,296,035	1,721,060
Celanese Corp. of America	874,167	1,104,206	1,292,939	1,038,504	879,309	1,046,048	917,353	1,080,845
Formfit Co.	504,221	504,372	572,632	754,528	791,067	837,440	1,012,114	1,077,855
International Latex Corp.	1,401,747	1,993,646	1,619,884	1,343,011	115,973	997,678		
Maiden Form Brassiere Co., Inc.	459,489	539,452	685,196	902,471	1,072,759	1,144,581	1,068,267	1,601,558
Stanley Warner Corp.					1,610,058	2,151,734	2,335,892	1,285,528

Two things are consistent about the nine advertisers in this category: Examples: Magazines were an almost constant investment, and net radio was disregarded almost completely.

International Latex Corp., (a subsidiary of Stanley Warner since 1956) was the only company that didn't use magazines in every year, dropping out in 1954 and 1955). Burlington Mills Corp. and Can-

non Mills Co. were the only companies that bought net radio for two and three years, respectively).

Network TV, however, was clearly favored excluding Formfit Co. and Stanley Warner Corp., the only soft goods advertisers that used none at all. Cluett, Peabody & Co. came off as the biggest user of net TV, but its five years of buys were not contiguous. Generally, soft goods advertisers used net

TV for a two year period and then dropped out.

Every advertiser bought newspapers for a minimum of two years, but Burlington, Celanese Corp. of America, Formfit and International Latex were the only companies to buy newspaper lineage in all eight years. All soft goods advertisers used magazine sections every year, excepting Cannon, Cluett Peabody and Latex.

## TOBACCO

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
The American Tobacco Co.	11,015,077	12,783,367	14,769,670	18,358,585	17,663,577	21,175,666	20,592,598	20,761,058
Bayuk Cigars, Inc.	887,575	756,167	772,097	596,226	790,915	465,215	380,361	1,007,663
British-American Tobacco Co.						4,008,674		
Brown & Williamson Tobacco Corp.	1,478,174	1,774,547	793,085	1,029,555	4,064,370	2,511,671	6,121,473	10,330,410
Consolidated Cigar Corp.	428,209	1,018,381	1,121,714	1,234,497	1,035,646	1,109,903	1,328,936	1,510,247
General Cigar Co., Inc.	1,160,245	1,078,141	1,120,935	1,093,202	848,564	466,542	1,282,284	1,278,896
Liggett and Myers Tobacco Co.	8,705,711	11,466,403	13,021,592	14,310,360	15,148,774	12,999,974	11,714,943	11,560,305
Lorillard, P., Co.	5,819,436	7,683,577	8,634,688	12,552,457	13,954,647	12,246,116	7,724,272	9,518,642
Morris, Phillip & Co., Ltd.	9,029,026	9,295,386	10,658,973	1,432,952	7,694,243	9,546,344	9,132,337	12,408,165
Reynolds, R. J. Tobacco Co.	13,540,446	14,539,541	17,185,694	18,552,851	19,500,175	20,055,060	21,587,732	22,809,318
U.S. Tobacco Co.	1,092,716	1,391,538	1,974,955	1,881,195	1,878,140	1,343,583	516,325	535,108

Generally, the 11 tobacco advertisers used all media freely, but The American Tobacco Co. was the only one in all the five major media in all eight years.

All five major cigaret advertisers consistently invested in magazines and newspapers. The American Tobacco Co., Liggett & Myers Tobacco Co., P. Lorillard & Co., Philip Mor-

ris & Co., Ltd., Inc., and R. J. Reynolds Tobacco Co. All the rest of the tobacco companies also used magazines and newspapers, though not in every year.

The same magazine-newspapers pattern held true for network TV buys. All the five major cigaret advertisers bought the medium in every year, and all the rest of the

tobacco advertisers bought network TV in at least one year. None of these latter, however, bought network TV in every year.

The cigar manufacturers—Bayuk Cigars Inc., Consolidated Cigar Corp., and General Cigar Co., Inc.—were wary of network radio. Only Bayuk bought it at all—\$130,339 worth of time in 1955.

## TRANSPORTATION

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
American Airlines, Inc.	1,614,750	1,466,683	1,874,327	2,062,372	2,628,408	3,316,695	3,132,105	3,376,596
Association of American Railroads	1,338,474	1,315,710	1,383,325	1,404,760	906,830	465,168	522,343	789,952
Atchison, Topeka and Santa Fe Railroad Co.	1,007,283	1,403,403	1,294,056	1,342,896	1,212,021	1,242,984	923,205	970,135
Boeing Airplane Co.	145,600	218,480	395,207	357,363	337,643	468,661	571,015	1,175,487
Canadian Pacific Railway Co.	510,235	719,050	732,849	743,778	459,294	983,511	960,778	1,047,104
Capital Airlines	703,639	638,944	714,095	791,232	752,849	1,098,889	1,092,074	1,064,570
Delta Airlines Inc.	292,945	508,132	456,133	785,599	704,775	769,527	1,285,509	1,649,894



## TRANSPORTATION *continued*

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
Douglas Aircraft Co., Inc.	360,429	547,752	732,829	859,266	807,054	1,326,125	1,470,440	1,771,056
Eastern Airlines, Inc.	1,109,891	892,810	1,248,145	1,884,118	2,819,776	3,400,639	3,604,034	4,174,114
Greyhound Corp., The	1,800,947	1,941,903	2,042,083	2,635,037	2,701,251	2,701,313	1,996,545	2,318,108
Hertz Corp.	—	—	—	—	—	713,892	1,405,683	1,756,952
Lockheed Aircraft Corp.	81,730	312,638	506,593	531,788	648,709	1,090,641	744,995	957,720
National Airlines Inc.	550,967	744,196	783,970	910,519	1,003,189	1,237,224	1,384,476	1,601,847
New York Central Railroad Co.	813,000	645,746	630,228	631,761	364,637	949,261	1,417,773	421,675
Pan American World Airways, Inc.	1,634,061	1,653,072	1,745,410	2,131,184	2,665,457	2,730,341	3,337,602	3,697,865
Trans World Airlines, Inc.	402,887	1,428,915	1,409,073	1,532,906	2,149,307	2,951,492	2,497,363	3,050,546
Union Pacific Railroad Co.	1,095,852	1,073,251	1,195,320	1,368,257	1,368,345	1,281,348	1,499,379	1,411,107
United Air Lines Inc.	837,369	962,566	1,218,079	1,467,976	1,889,101	2,398,030	2,636,413	2,777,883
United Aircraft Corp.	414,119	487,061	892,013	799,124	912,080	1,359,481	1,256,847	1,086,044

Of the 19 transportation industry advertisers who went over \$1,000,000 between 1950 and 1957, the only new one since 1950 is the car rental network of Hertz Corp. Trans World Airlines registered the greatest growth in expenditures.

The expenditures of the Assn. of American Railroads declined the most even though it was a consist-

ent net radio buyer. Only two other companies—The Greyhound Corp. and TWA—used any net radio at all.

Just four transportation spenders bought net TV; Capital Airlines, Greyhound, Pan American World Airways, Inc., and Union Pacific Railroad Co. Of these, only Pan Am invested in net TV for more than two years in a row (from 1954

through 1957). Pan Am also invested in magazine sections every year.

Four of the nineteen companies advertised in magazines in every year, and two of them, Capital and Delta Airlines Inc., bought magazines in every year but one. Eleven companies bought newspapers every year.

## MISCELLANEOUS

COMPANY	1950	1951	1952	1953	1954	1955	1956	1957
American Federation of Labor	1,346,774	1,210,390	1,210,789	1,322,289	1,305,435	1,379,887	—	—
American Home Products Corp.	9,415,791	10,322,122	9,784,963	10,351,763	12,655,874	16,665,375	20,322,540	23,984,403
Avco, Manufacturing Co.	3,592,188	4,234,961	4,095,839	5,923,248	4,556,286	4,265,390	3,719,724	537,954
Borg-Warner Corp.	1,024,551	1,957,061	1,845,005	2,280,073	3,219,405	3,860,445	3,296,190	2,903,943
Brown Shoe Co., Inc.	1,049,115	1,433,703	1,754,952	1,316,428	1,237,809	1,062,794	1,259,564	1,806,179
C.I.T. Financial Corp.	—	—	—	—	—	—	1,499,039	815,191
Congress of Industrial Or.	—	—	—	408,751	1,310,839	1,221,937	—	—
Ferry-Morse Seed Co.	113,803	101,332	94,744	93,059	120,548	79,408	95,285	87,586
Florist's Telegraph Delivery	500,382	944,855	860,107	1,009,481	1,002,535	1,097,220	1,168,177	1,193,104
Graham, Dr. Billy	63,130	583,360	809,323	809,554	664,896	1,014,929	—	774,605
Hall Brothers, Inc.	781,773	954,377	2,044,350	2,057,773	2,641,382	1,658,938	1,153,555	1,215,564
International Shoe Co.	1,311,345	1,578,328	1,901,991	1,992,920	1,742,068	1,748,785	1,390,668	1,320,250
Kendall, R. M. & Co.	601,851	876,645	927,404	1,327,439	882,174	1,062,215	1,126,504	979,240
Knemark Mfr. Co.	154,542	169,992	360,848	980,712	1,040,041	842,325	1,003,702	957,537
Loew's Inc.	1,204,812	1,417,889	1,427,157	839,076	925,892	1,019,031	1,041,067	1,007,217
Ohio Match Co.	—	—	—	—	—	324,787	3,506,430	—
Outboard Marine & Mfg. Co.	367,342	376,461	566,065	1,087,920	1,429,271	1,898,047	2,640,019	3,766,245
Radio Church of God	—	—	—	—	219,563	1,217,279	—	—
Radio-Keith Orpheum Corp.	1,810,205	443,146	227,689	55,796	—	—	—	—
RKO Pictures Corp.	—	1,833,669	1,242,805	409,397	242,233	419,142	—	—
Scott Paper Co.	2,456,910	2,449,701	2,989,803	3,920,843	3,952,610	5,378,885	6,665,387	5,650,583
Sears, Roebuck & Co.	178,035	344,514	381,135	355,079	540,431	1,485,171	1,468,140	3,521,266
Sperry & Hutchinson Co.	—	—	—	—	—	—	2,694,970	941,321
Thoresen Direct Sales	—	—	59,042	202,466	818,388	1,278,803	797,551	904,928
U. S. Government	1,800,081	3,499,953	612,485	299,257	58,000	169,729	250,853	374,999
Weyerhaeuser Timber Co.	173,082	255,130	522,820	666,709	712,620	896,382	1,186,675	810,407

## In the December *TIDE*

### PART II: SURVEY OF MEDIA BUYING TRENDS

The second part of *TIDES* exclusive survey of media buying trends for the period 1950 through 1957 will analyze media expenditures by industry. The report will detail the impact of network television and list dollar by dollar the industry-wide expenditures in these five national media: magazines, magazine sections, network radio, network television and newspapers.

Reprints of both parts I and II of the *TIDE* Survey of Media Buying Trends will be available through this magazines Readers' Service Department, 630 3rd Avenue, New York 17, N. Y. at \$1.00 per copy.



# PROOF ON THE ROOF

Both these men know roofing. But one man lays asphalt shingles with conventional hammer and nails. The other uses a Bostitch H4 Heavy Duty Stapling Hammer.

The man with the stapling hammer wins hands down easily. He lays twice as many shingles as the man with the hammer and nails, in the same time.

Documented demonstrations and case histories dramatize the "fasten it better and faster" copy idea—which makes it easier for Bostitch salesmen to nail down sales.

## **N. W. AYER & SON, INC.**

Philadelphia • New York • Chicago • Detroit • San Francisco • Hollywood • Boston • Honolulu







## 6 ads: 78 happy Chicago dealers

Chicago sales for Westinghouse Appliance Sales went up 25% during the first quarter of this year over the same period last year. Prime reason for the increase was Westinghouse's "Daily Double" promotion, advertised exclusively in the Chicago Sunday Tribune.

78 dealers took part in the promotion, which was kicked off with a double truck, followed by a page ad a week for 5 weeks.

Westinghouse objectives were: (1) to bring heavy traffic into dealers' stores; (2) get enthusiastic dealer cooperation behind the promotion.

The first objective was carried out by setting up a hard-hitting promotion program geared to the times—and then advertising it in the Tribune.

To give its advertising the greatest impact at the dealer level, Westinghouse placed it in the Neighborhood Sections of the Sunday Tribune. Each Sunday the same ad appeared in all 5 sections, but with dealer listings in each ad localized to the specific areas of circulation.

More families in Chicago and suburbs prefer the Tribune as their shopping guide than all other Chicago newspapers combined.

Last year Tribune advertisers placed over 51 million lines of advertising—over 29 million more lines than they placed in any other Chicago newspaper. The Tribune is Chicago's most productive newspaper for these advertisers—why not see what it can do for you?

THE TRIBUNE CAN DO ALMOST ANYTHING IN CHICAGO